

August, 1920

Engineering
Library

GENERAL LIBRARY
AUG 6 1920

Electrical Merchandising

Vol. XXIV, No. 2

McGraw-Hill Company, Inc., New York

25 Cents a Copy



It is a frequent report that the start of many lucrative accounts, now to be found on the books of our dealers is traced to the purchase of Hoovers. The satisfaction given by The Hoover tends to cement relations between new customers and the store, and the store benefits continuously thereafter.

THE HOOVER SUCTION SWEEPER COMPANY
The oldest and largest makers of electric cleaners
North Canton, Ohio Hamilton, Canada

IT BEATS...
as it Sweeps
as it Cleans

The HOOVER

THIS advertisement, which appears in the August 7 issue of the Saturday Evening Post, is the sixth in the Edison MAZDA Lamp series depicting the theme, "Light is the Life of the Home."



And the
Symbol of Welcome
is Light

THE houses of rich and poor glide by, dark masses against the moon.

But somewhere down the path of the headlights is a different house, where laughter floats from the windows, and light from a golden doorway is caught and reflected in youthful eyes.

What does youth care if the house be rich or poor? The warmth of the welcome is all that counts, and the symbol of welcome is light.

(C) E. L. W. of G. E. Co. The sixth of a series painted by NORMAN ROCKWELL for the Edison Lamp Works.

EDISON MAZDA Lamps for your automobile as well as your home represent the latest and best in lighting. Each lamp is wrapped in a distinctive

"His Only Rival" wrapper—and this as well as the name Edison MAZDA on each lamp is your assurance of lighting satisfaction.

Use Edison MAZDA Lamps for every lighting purpose.



EDISON MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY



O. H. CALDWELL,
Editor

STANLEY A. DENNIS, Associate Editor

Contributing Editors

F. B. RAE, JR. E. E. WHITEHORNE
ROBERT SIBLEY NORMAN MACBETH

Editorial Staff

H. S. KNOWLTON S. N. CLARKSON,
LIDDA KAY

Member

Society for Electrical Development, Inc.
Audit Bureau of Circulations
Associated Business Papers, Inc.

Copyright, 1920, by McGraw-Hill Company, Inc. Issued on the fifteenth of each month. Entered as second-class matter July 21, 1916, at the Post Office at New York under the Act of March 3, 1879. The annual subscription rate is \$2. Extra zone postage west of the Mississippi, and in Alaska, Hawaii, the Philippines, Porto Rico, Canal Zone, Cuba and Mexico, 25 cents. Extra postage in Canada, 50 cents. Extra foreign postage, \$1 (total, \$3, or 13 shillings). Single copies, 25 cents. When change of address is required, both old and new addresses should be given. Notice should be received by fifth of month before change takes place.

Of This Number 15,500 Copies Are Issued

*One Flag, One Country;
One Voltage, One Frequency;
and One Kind of
Attachment Plug!*



McGraw-Hill Company, Inc.
10th Ave. at 36th St.
New York City

Publisher of
Electrical Merchandising
Electrical World
Journal of Electricity
American Machinist
Electric Railway Journal
Engineering and Mining Journal
Power Coal Age
Chemical and Metallurgical Engineering
Engineering News-Record
Ingenieria Internacional

JAMES H. MCGRAW, President
ARTHUR J. BALDWIN, Vice-President
J. MALCOLM MUIR, Vice-President
F. M. FEIKER, Vice-President
JAMES H. MCGRAW, JR., Secretary
EDWARD CALDWELL, Treasurer

WASHINGTON, D. C., 610-611 Colorado Building
CHICAGO, 1570 Old Colony Building
PHILADELPHIA, Real Estate Trust Building
CLEVELAND, Leader-News Building
ST. LOUIS, 713 Star Building
SALT LAKE CITY, 1101 Newhouse Building
SAN FRANCISCO, Rialto Building
LONDON, E. C. 6, Bouverie Street
BUENOS AIRES, Calle Corrientes, 685

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Vol. 24

August, 1920

No. 2

Contents of the Electrical Export and Store Renovation Number

Frontispiece, Electrical Merchandise Markets of the World.	54
Editorial, Selling American Electrical Goods Abroad.....	55
Electrical Export Opportunities	56
BY L. A. OSBORNE Our development of our foreign trade possibilities depends upon education of populations abroad to use electricity.	
People Swarm in to Pay Electricity Bills.....	58
What Should the Electrical Merchant Do?.....	59
Is business going to be good or bad? Are prices going to come down? What should I do in my business to protect myself against the times?	
The California Co-operative Campaign and the "Home Electrical" at San Francisco.....	62
Managing a Chain of Electric Shops.....	64
BY S. N. CLARKSON	
Electrical Toys—the Dealer's Opportunity This Christmas.	68
Attention Value in Your Store.....	70
BY FRANK B. RAE, JR.	
Giving Beauty a Chance to Sell the Goods ..	71
Twelve Construction Ideas to Consider When You Plan to Remodel Your Store.....	72
Put the Home Touch Into Your Store.....	74
"The Goodwin Plan in Australia".....	75
ADDRESS BY L. G. HINWOOD	
Encouraging Them to Buy in the Upstairs Electric Shop..	79
Editorials	80
Ideas for the Man Who Sells.....	81
The Jobber's Salesman.....	84
Hints for the Contractor.....	88
Store Methods	90
Dealer Helps	92
Lighting Fixture Patents.....	93
Gossip of the Trade.....	92
New Merchandise to Sell.....	104

Electrical Merchandise Markets of the World

WITH the aid of some of the best authorities in America on international electrical statistics, ELECTRICAL MERCHANDISING has assembled on the next page figures and diagrams showing the proportions of the populations of foreign countries which are served with electricity. These populations when educated electrically will become prospective buyers of electrical merchandise. Conversely, the populations not yet reached by electric service show the future market for electric wiring supplies and eventual merchandise sales as the electrical idea spreads among the peoples of the globe.

It will be instructive to compare these figures with the corresponding figures for the United States. The United States, with a population of about 110,000,000 people, has 33,000,000, or 30 per cent, living in electric-lighted houses and 62,000,000, or 57 per cent, living in territories served with central station electricity.

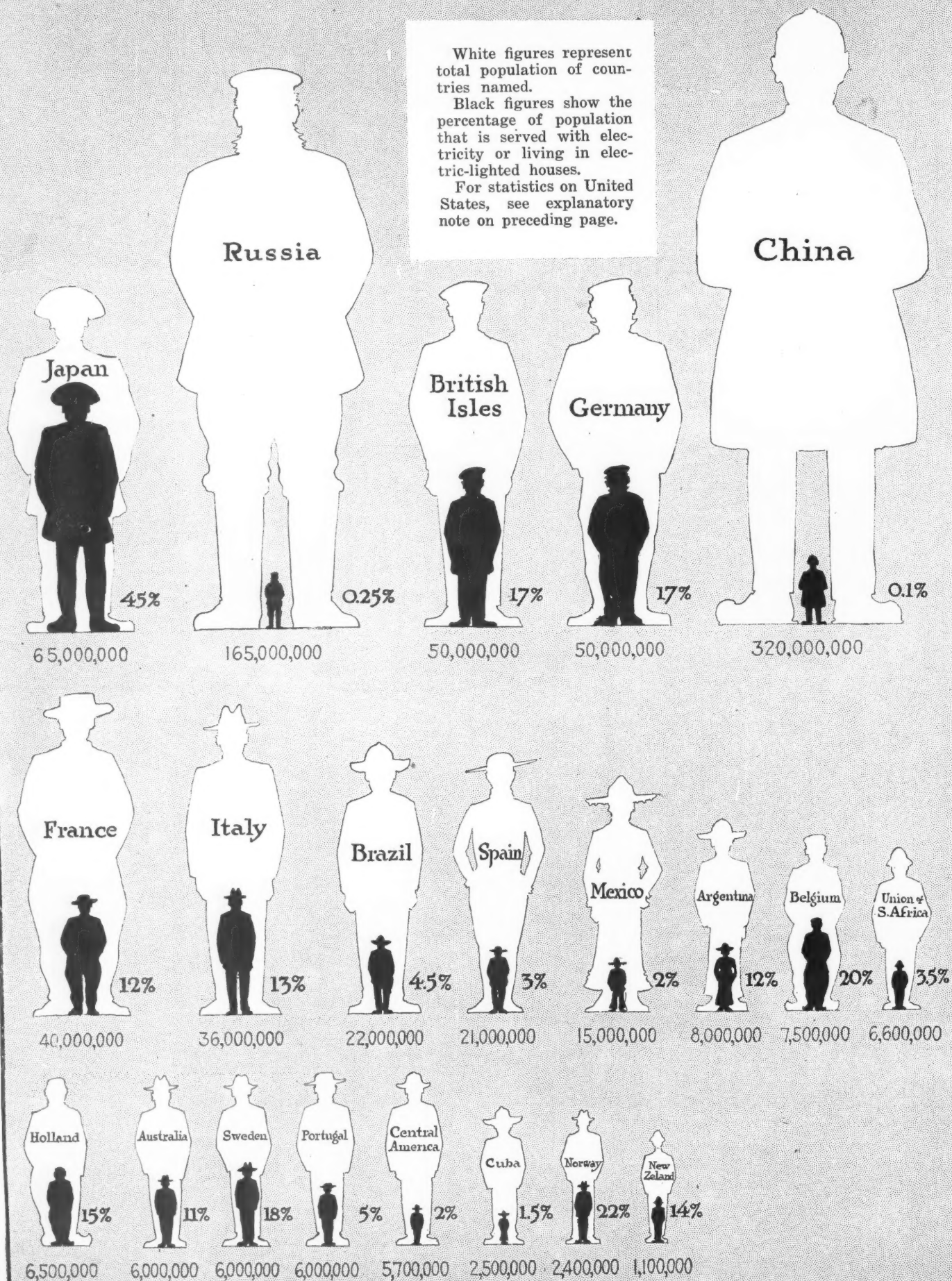
In the figures, a curious anomaly in electrical development among nations is the case of Japan. Although 45 per cent of the population live in electric-lighted houses, the average Japanese dwelling is equipped with only one or two lamps, so that the connected load and use of electricity is, therefore, very small per capita.

When Educated to Use Electricity, These Populations Will Become The Electrical Merchandise Markets of the World

White figures represent total population of countries named.

Black figures show the percentage of population that is served with electricity or living in electric-lighted houses.

For statistics on United States, see explanatory note on preceding page.



Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 24

August, 1920

Number 2

Selling American Electrical Goods Abroad

TO MOST American electrical manufacturers and business men foreign trade has been a name only. Indeed, the average American manufacturer has thought chiefly in terms of his domestic business for so long that it is usually the exception rather than the rule for him to be familiar with his opportunities and responsibilities in regard to foreign trade.

The development of a better understanding of our foreign trade needs and our foreign trade *responsibilities* is an educational undertaking on which we must at once embark. The American business man must be awakened to the value of foreign trade as a stabilizer. The electrical manufacturer must realize fully how all foreign trade can be an outlet for the indefinite increase of our industrial production. We must spread the knowledge of American goods in foreign lands.

Foreign trade will never become the factor it should be in the commercial life of this country until there is a "mass movement" of electrical manufacturers into export trade. This must be preceded by an understanding of its importance and then accomplished by intelligent, co-operative effort. The many relatively small electrical manufacturing companies, as well as the several dominant ones, must all join in selling electrical goods abroad.

We need to awaken international sympathies in the electrical industries of the world. We need to create international thinking in the electrical industry of the United States. We must break down the continental barriers to both our thinking and our action and start to pave the way for American electrical products in every quarter of the globe.

Electrical Export Opportunities

Our Development of Our Foreign Trade Possibilities Depends Upon Education of Populations Abroad to Use Electricity—American Electrical Manufacturers Must Provide Adequate Capital and Stocks and Suitable Credits for Conducting Business Overseas

By L. A. OSBORNE

President Westinghouse Electric International Company

MULTIPLYING the population of a foreign field by the per capita demand for a given product in the home market and assuming that the result will be a true reflection of the possibilities is bound to result in disappointment.

The method of Colonel Sellers, the hero created by the combined genius of Mark Twain and Charles Dudley Warner, in the famous Eye Water campaign, wherein the optimistic Colonel saw "millions in it" by a calculation of the possibilities through a method similar to the foregoing, has been a favorite way by which Americans have studied and estimated their chances in foreign fields, with results that have only too frequently ended if not in disaster, at least in chagrin, disappointment and unrealized hopes.

That tremendous possibilities exist for American materials, especially electrical, in many foreign fields is unquestioned, but if our hopes are to be realized these fields must be cultivated with the same degree of care and intelligence that we apply to our home markets.

HOME AND FOREIGN FIELDS CONTRASTED

In the electrical field at home we have a discriminating and intelligent buying public. This is the result of twenty-five years of intensive cultivation and education of our people in electrical matters. We have so cultivated our home markets and educated our public to the value of quality that I think we are safe in saying that nowhere in the world does there

exist so discriminating a buying public as is to be found in the United States.

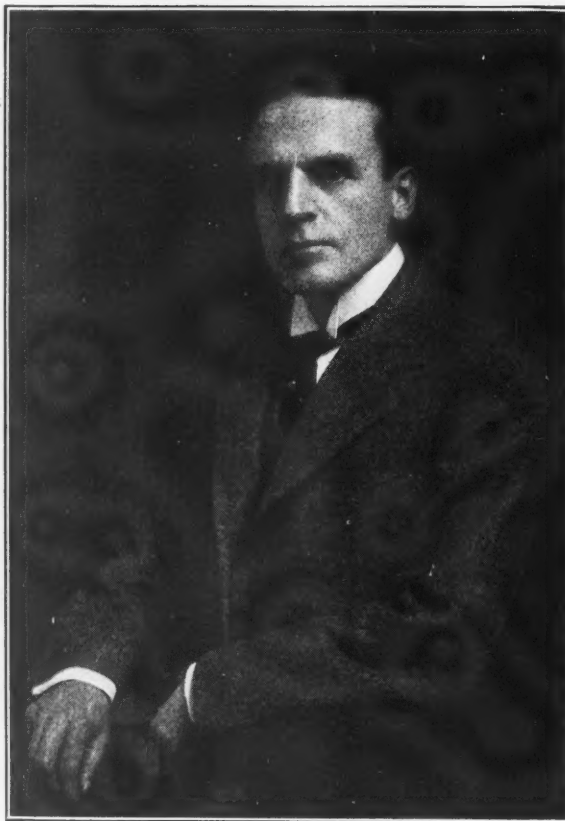
Too frequently, therefore, we assume that in entering the foreign

that we can begin in those markets where we leave off at home. The possibilities that exist in the foreign fields, especially if we take those outside the Continent of Europe, will provide a rich harvest of business only if we study each particular field and apply therein the same methods that we have found useful at home, but adapted to the cultural status and the degree of advancement in things electrical which obtain in the particular situations involved.

TWO MISCONCEPTIONS OF EXPORT CONDITIONS

American export business has resulted in two characteristic ways of doing business—one which assumes that anything which can be sold in our home markets is equally suitable and adaptable for foreign fields. The other attitude, which is quite the reverse, assumes that export business is a great mystery that requires exceptional and peculiar methods to be used in order to achieve success.

I believe both of these assumptions are wrong. The first is obviously wrong and has too many failures charged against it to justify it as a safe theory to follow. In the latter case no mystery attaches to business of any character, whether domestic or foreign. The same broad principles which apply at home are equally applicable to business in export field, but in order to be successful the particular characteristics of the people served and their wants and needs must be studied with the same degree of care that one gives to problems at home.



L. A. OSBORNE

Loyall Allen Osborne's connection with the Westinghouse interests dates from his graduation at Cornell University in 1891, and his rise from the position of engineer to a commanding influence at the executive council of the Westinghouse companies has come in recognition of sound, efficient, progressive leadership. After serving as assistant superintendent, in 1899 he became manager of works of the Westinghouse Electric company, and in 1902 was appointed vice-president. With the formation of the new Westinghouse Electrical International Company he became its president.

Mr. Osborne has just returned from a trip to Japan to study Oriental industrial conditions. While there, on May 12, the Emperor of Japan conferred upon him the Order of the Rising Sun, the highest honor the Emperor can bestow upon a foreigner.

fields we will there meet the same degree of taste and informed opinion on the part of the buyer that we meet at home, and we naturally assume

Outside of the Continent of Europe, most export countries are in a condition regarding the use of electrical apparatus that the United States was twenty years ago. Much education is required to create in those countries a knowledge of and a demand for the numberless electrical devices which are of the labor-saving character and which, in their use, go to make life more agreeable and tolerable.

Both in the industrial use of electricity and in its household and other applications tremendous untouched fields exist which will repay the American manufacturer assiduously to cultivate. If he applies the same methods which have been found so useful at home, in educating the buying public to the advantage of the use of electrical devices and material, he will reap a rich harvest. All this must be done, however, with due regard to the character of the population and the economic and social status of the country in which he proposes to trade.

TAKE RESPONSIBILITY FOR QUALITY

He will be more successful to the extent that he is represented in his proper person and assumes an individual responsibility for the quality and reliability of his goods and the character of his business methods. The value of a name and reputation is not less, in such countries, than at home, and in many countries the characteristics of the people lead them even more than in America to value the prestige of a name which stands for quality and high business integrity.

In no class of manufactured goods does the question of quality and reliability enter to any greater extent than in electrical material, especially in its industrial applications. Great industries and important operations are dependent for their profit and continuous operation on the reliability of the electrical apparatus used. Electrical machinery is the keystone upon which the whole structure of the operation frequently depends, from the power house to the line shaft, so that one in entering the foreign field must contemplate a degree of service not less and in many cases more than is required at home, where access is easy to the sources of supply.

Too many American manufacturers have, in the past, not recognized that capital is required in foreign exploitation, and have at-

tempted to do their businesses on a "shoestring." As an important element of their service, they have neglected to provide adequate stocks. In this respect foreign manufacturers have recognized that need and have, generally speaking, been more willing to invest the needful capital in such facilities than the average American manufacturer.

Again, in the matter of credits, American manufacturers have largely been content to sell only against cash on shipment and have thus failed to benefit through a large

NOW, as in no past period in the world's history, the opportunity exists for American manufacturers to establish themselves firmly in the export field. A few years hence, and after the European countries have recovered from their present disabilities, it will be too late for us to enter the field except against tremendous odds. This is the time when courage and intelligence, properly employed, will bring large and enduring results.

class of buyers who demand reasonable credit facilities and who are perfectly entitled to the character of accommodation accorded to the same class of customer in the United States.

American manufacturers, owing to the tremendous market which has existed at home, have been opportunists in exploiting the foreign field. The demand for their goods at home has been so great that they have given but little attention to foreign fields as a whole. Due to that circumstance, they have not acquired the education of the manufacturers of countries such as England, who have depended for their markets away from home, so that, generally speaking, the American is lacking in the information and knowledge of foreign peoples and the particular methods which must be employed to secure safe and also permanent markets.

If, however, the American manufacturer will hold fast to the principle that the sound and progressive methods which he is willing to employ at home if used in foreign fields will secure results, and if he is will-

ing to persist to the same degree as at home in his determination to secure a sound and stable market, his results will not be disappointing. If, however, he is unwilling, or unable, to do this he had better continue to devote his attention to the home market.

The foregoing observations are so trite and obvious that it seems a work of supererogation to repeat them. Such observations have been made countless times and the only excuse for repeating them is that they constitute the fundamental bases, in my judgment, of a sound and enduring export business and that until they are recognized and followed by the general body of American manufacturers America will not take its proper place in the world's markets.

PRESENCE OF EXPORT BUSINESS DIMINISHES INDUSTRIAL DISTURBANCES

The United States will not reach its full growth until it becomes a great exporting nation. A sound and progressive exporting trade is one of the principal bases of national wealth. It renders less frequent those radical disturbances of industry which recur at more or less stated intervals, but which are less frequent to those nations which have a great flywheel of international commerce. It is, therefore, a patriotic duty for American manufacturers skilfully and wisely to build up the volume of their export business.

It is said that the ultimate cause of war is international trade rivalries, and while this may be true, in my judgment, contacts with other races and nationalities which are the result of trade relations tend to broaden our vision, make us less provincial and self-sufficient in opinion at least, and should be a source of good national understanding rather than otherwise.

Now, as in no past period in the world's history, the opportunity exists for American manufacturers to establish themselves firmly in the export field.

A few years from now and after the European countries have recovered from their present disabilities it will be too late for us to enter the field except against tremendous odds. This is the time when courage and intelligence, properly employed, will bring large and enduring results.

People Swarm in to Pay Electricity Bills and Stop to Buy Electrical Appliances

How the New Electric Shop of the Union Electric Light & Power Company, St. Louis, Is Arranged to Bring the Daily Crowds of Bill Payers and Service Applicants Past Displays of Electric Washers, Sweepers and Heating Devices



Other things being equal, the volume of retail business usually varies directly with the number of people who see the merchandise. With this thought in mind the Union Electric Light & Power Company, St. Louis, Mo., has enlarged its retail store by the space shown in the upper illustration so that the 40,000 people who monthly pay bills, buy lamps or contract for service may be shown a larger variety of electrical merchandise than could be done in the limited space which was previously available.

C. E. Michel the sales manager of the company, has so laid out the store that every one who comes in to buy lamps or to contract for service must pass the displays of vacuum cleaners, table and floor lamps, washing machines, cases of hollow ware (not shown in the photograph), sewing machines, ranges, etc. Some of the devices, notably vacuum cleaners and washing machines, are continually being demonstrated in order to attract attention and to show their application to prospective buyers.

What Should the Merchant Do?

There are three pressing questions well to the front in the minds of the merchants of America. These three questions are:

1. Is business going to be good or bad?
2. Are prices going to come down?
3. What should I do in my business to protect myself against the times?

Manufacturer, jobber, central station, contractor, dealer—each man in the electrical industry is thinking of these things. Especially does the electrical merchant wonder, *Should I buy for stock? Is business going to fall off? Am I safe in going ahead?*

ELECTRICAL MERCHANDISING has been en-

deavoring to find the answer to these three problems for electrical men who want to know. Realizing that the older merchants have been through other periods of readjustment and that their experience must have some value in the present situation, we have been seeking and securing the opinion and advice of some of the most experienced minds in both our own and other industries. We have talked to many men with widely varying angles on the problem. We have taken their thought to mold and fashion our own opinion. Out of it, we feel that we have found some helpful counsel for us all.

What should the merchant do?

TO HAVE a true conception of the problem before business men in general it is well to get the fundamental facts into the background of our minds.

There has been a war—a war for America, a war for the world. As one man (whose part in these affairs has won him international fame) expressed it to ELECTRICAL MERCHANDISING'S representative, business has had much the same experience as the soldier who went to battle in the world war. The doughboy went to France, passed through the distracting influences of the great experience, and returned. He returned to find himself another kind of a man. He had been jolted loose from his old life. He did not know just how to grab hold again and did not want to very much. It took him—the average doughboy—the large part of a year to find his feet again, to shake himself together and fit himself, once more, into the normal life of the normal world. All this we know.

But there is the other thing which we do not think about, and that is, as this man says, that the business of America "went into the war" as well. Whether or not it was actually involved in war contracts, business was jolted loose from its accustomed life, from its well-set business habits. Everything changed. From

a buyer's market, we flopped right over into a condition where there were too many orders for the goods. Salesmen fought off business and let it pass because they knew that probably they could not get the goods. Money poured into our laps. Nobody had to hustle and strive in competition. It had all come to be just a condition of how to produce more goods. It was fully as demoralizing to business as the life of camp and battlefield had been to the individual soldier.

"Business in America today," to quote one of the greatest merchants in America, "is in the doldrums" in so far as the general mental attitude is concerned. Dumped down in the midst of all the perplexities of the international relationships grown of the war, each man is wondering what the effect on him will be—where he gets off? With the dollar now worth no more than forty-five cents, for the purchase of commodities, and the world of labor in a state of agitation, the average man's price experience is not broad enough to tell him what to do. But in the judgment of the wiser minds who have looked back beyond the local influences and appraised the forces which are shaping evolution in this era here are the controlling factors that will guide us out into the clearer day.

1. America, of all the world, is in possession of all the fundamental raw materials that are the basis of national wealth and prosperity. Coal, iron, copper, lumber, oil, wool, cotton, wheat—and the rest—we have them all. We sell them all. We are secure, self-sustaining and in business with the world.

2. America has the world's gold, which the war has brought us in excess of anything that history has ever seen. We are the creditor nation.

3. America has re-established itself in the world's trade with a great merchant marine, which will be kept and operated profitably, successfully. The way will be found.

4. America needs production for itself as well as for the world, as it has never needed it before, because the shelves and warehouses of business are empty. The war has stripped them. Since the war they have never been refilled. There is a big and urgent demand for every kind of goods that will compel industrial and trade activity.

OUR RESULTANT SITUATION

In short, America must go ahead, and men who have well weighed these things look for tremendous progress. Also, all men agree that the electrical business stands today in a most favored position, in the

midst of unprecedented opportunity. Not only do we find the leaders in our own industry feeling this way but the men of other industries who have thought deeply. Here are some facts that make it so:

The greatest character change that has come to the people of America out of the war has been the product of a new "habit of prosperity" that has bred a universal disinclination to work *hard*. We see it everywhere. Labor has not been content to secure a higher wage alone, but has compelled the general adoption of a shorter working day, curtailing the world's production at a time when palpably production is the vital need. It is a state of mind. The world has grown an appetite for change. Men and women in their homes and in their businesses have slowed down. The housewife no longer is willing to perform the drudgery that has been traditional. Her husband is no longer willing that she should.

All these are facts within our individual observation. They are effecting conditions that are universal, uniform across the country. Men and women are performing less work, yet more production is demanded. And more production needs more work, not less. Therefore, the world is turning to electricity, and in the factories, the offices, the stores, the homes, there is unparalleled demand for appliances to take the place of human labor. Industry is organized mechanically. Agriculture is becoming organized to substitute the motor-driven appliance for the hired man. The home itself will soon be organized in the same way, to carry on by the use of machinery the burden that the hired girl has borne.

THE STATUS OF DOMESTIC LABOR

For the former domestic servant in America has turned her hands to other work and no other supply of female labor has come to take her place. Consider these statistics on the immigration of women into this country, from whom the ranks of the domestic servant class might be refilled. Here are the figures since 1910:

1910 total immigration.....	269,444 women
1911 total immigration.....	270,484 women
1912 total immigration.....	267,783 women
1913 total immigration.....	344,533 women
1914 total immigration.....	370,594 women
1915 total immigration.....	92,855 women
1916 total immigration.....	57,646 women
1917 total immigration.....	58,224 women
1918 total immigration.....	12,530 women
1919 total immigration.....	10,428 women

Last year, therefore, immigration supplied one possible servant for

each 2,000 families, or one housemaid to the city of 10,000 population, which, of course, takes no account of immigrants who left the country or went from domestic service into the mills—and there were many. It will be years before the immigration figures reach such totals as they did in 1913 and 1914. They are not coming over now—these women—because the old conditions in Europe have changed. There is a labor shortage there also, with higher wages and the name of freedom sounding loud. The woman servant is not coming here. The problem of kitchen labor will not be met by immigration or by turning labor from the factories back to the pots again.

So, because labor is scarce, its price is high. And the history of labor for the last 200 years has been a steady and progressive upward trend. Labor goes up. It does not come down. Surely, we cannot look for labor to come down, either abruptly or in large degree, so long as there is such great demand for

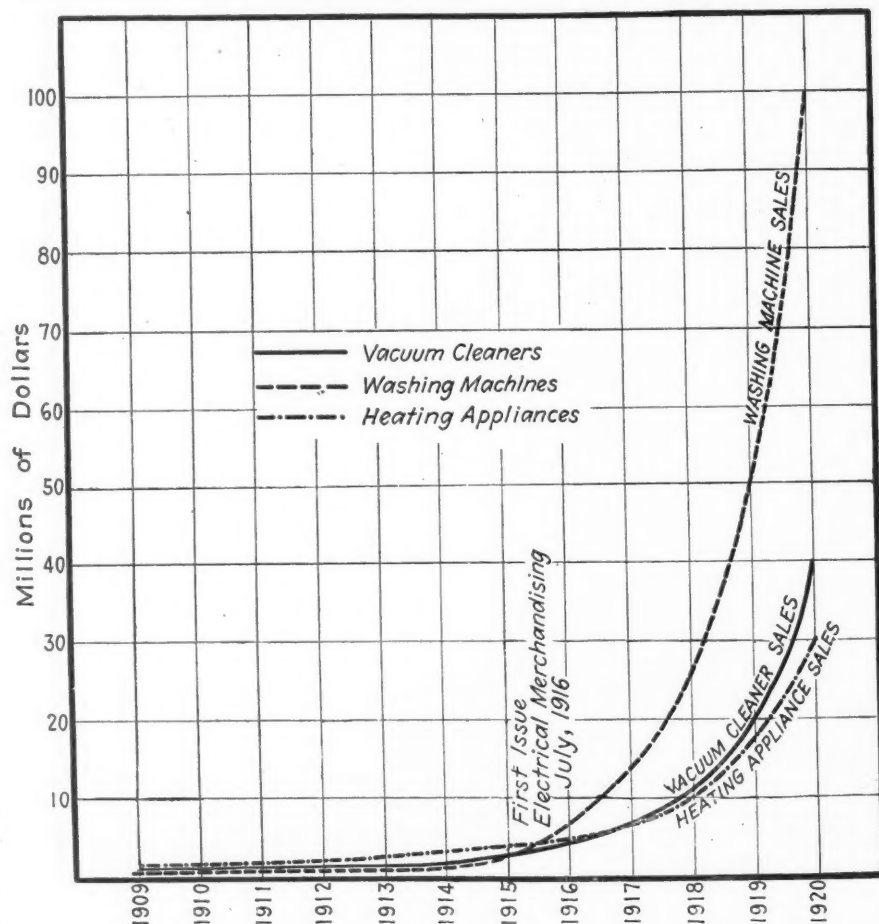
production. For the cost of labor is dependent, greatly, on the cost of other things.

It is estimated that 98 per cent of the cost of building materials is made up of the elements of labor, coal and transportation, which in itself are mainly labor. The other 2 per cent we can call raw materials. Here is a little schedule of some of the basic materials used in building and a few other commodities and a comparison of what \$100 will buy today and its purchasing power just six years ago, in 1914:

Some Basic Commodities	For \$100— May, 1914	May, 1920
Bricks	13,850 bricks	3,080 bricks
Yellow pine.....	3,233 ft.	700 ft.
Copper.....	685 lb.	405 lb.
Steel (sheets).....	5,243 lb.	1,400 lb.
1-in. conduit.....	3,060 ft.	1,230 ft.
4-in. outlet boxes.....	1,524 pieces	833 pieces
No. 14 wire.....	16,000 ft.	9,350 ft.
2-wire armed cable.....	1,820 ft.	1,058 ft.
Refined petroleum.....	746 gal.	296 gal.
Unskilled labor.....	55.4 days	15.4 days
Sugar.....	2,395 lb.	850 lb.
Cotton.....	746 lb.	188 lb.
Wool.....	408 lb.	114 lb.
Beef (live).....	1,311 lb.	664 lb.

So it stands today, and the cost of all of it largely depends on the labor factor. There is no probability of

The Astounding Growth in Sales of Electrical Appliances



These curves, compiled by ELECTRICAL MERCHANDISING, show strikingly the momentum with which the electrical merchandise business is now moving and indicate the favored position of the electrical industry in the general business situation.

labor becoming cheaper until these things come down, and how can these things come down until the element of labor in their cost is less? There is, therefore, little prospect of any general price reduction for some time to come.

And there you have the situation that confronts the merchant and the business man—high-priced labor, high-priced materials, scarcity of labor, demand for more production of everything; and with it all and because of it all there is a growing trend toward the utilization of electricity in all fields, both to save labor, to increase output and to reduce costs. This is the great outstanding consideration for us in the electrical industry. And in the face of this, what should the electrical merchant do?

WHERE RISK IS LIMITED

Our advice to the electrical merchants today—the advice which we have garnered for them from the men whose counsel we hold highest, is this: *Go ahead. Be unafraid. But use an intelligent degree of caution.*

The merchant who is operating on a well-balanced basis is turning over his stock once in three months. The price protection that he needs, therefore, will on the average be for a three-month period only. And he need not fear that prices of materials will drop enough in any three-month period to bring him danger. He should go and push his business, therefore, buying for stock at the market price, realizing that any reduction in the present war-wrought standard of high prices will come exceeding slow, over a term of years. It will not be abrupt. We can expect no more than a gradual scaling off in a slow curve that will make a jagged saw-toothed line. For the expectation is that we *will not* be operating in conditions of a declining market. There is too much demand, too small production, and too much appetite and ready money to permit hard times.

So the word is: *Go ahead. Don't be afraid.* Prices won't hurt any merchant if his stock is turning over as it should. But there is need for caution in one thing. He must maintain a proper balance between stock on hand and volume of sales. For though prices will ride on, there will be many temporary situations that will effect the sale of goods. For instance, at the moment, there is no

market for wool, yet wool is an essential basic source of wealth, worth just as much intrinsically today as it has ever been or ever will be. And in all other fields there will be like periods when sales fall off. For the supply of labor is not balanced. The conditions of transportation are uncertain. And these influences react right down the line and inevitably cause unnatural and purely temporary situations of restriction. Without caution this may easily upset the safe balance between stock and sales. It must be watched.

After all, it is a new world we are living in, a new world, filled full of new conditions. And above it all looms up the fact that the dollar is



The Message of the Hour Is— **WORK!**

not a dollar any more, nor a day's work a day's work. The experience of the individual, the active merchant of today, has never followed through a situation of just this kind. He doesn't know the trail. And so he says: *"Is business going to be good or bad? What shall I do?"*

THE GREAT MESSAGE—WORK!

Out of all these conditions and the theories and conflicting counsel that surround them comes the great message of the day—that the solution of the present market problem can only be found in *work*. As we have said, not only labor, but the manufacturer, the jobber, the contractor, the dealer, the salesman, the other business men—all of us, the people as a whole—have suffered from the manifold distractions of the long war period. Creative work has slacked off as business has flooded in. Salesmen have become mere order takers. The chief concern of men who formerly were concentrated on the creation of market has become production. We have been selling, not developing. Now come the days

when here and there demand has faltered for a bit. And men forget the way they worked before the war and wonder what is coming next. There has been even talk of panic. People ask whether the factories are going to close down, if there will be hard times?

The answer is: No. *Not if the world will work.* Bulk production has been well organized and increased to great volume in the war emergency, but labor has been filled with the poison of exaggerated demand for workers and the man-per-day production has been dwindling. High prices have paid the bill and the universal need for goods has brought the business. But gradually the pressure will be eased as stocks in shelves and warehouses begin to be restored. Then will come a further readjustment, when labor will be shifted automatically from work on non-essential luxuries, that will begin to slacken in demand, to other factories producing the multitude of necessities, that will continue in unabated demand.

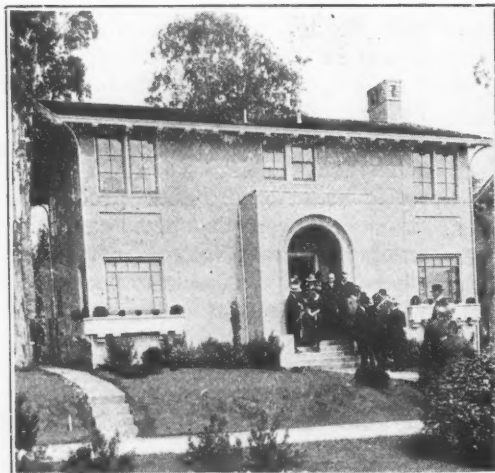
THE DAY OF MORE PRODUCTIVE LABOR

Men who have gone deep into the labor problem are not expecting cheaper labor. But they are expecting more productive labor when this time comes and workers from the non-essential industries begin to seek new jobs elsewhere. The sight and talk of shifting labor will be a mighty stimulus to man-per-day output. And in spite of prices, labor, transportation and all other embarrassing conditions, the work will go on with an unslackened volume, provided that each man will lay aside his war dreams and get down to work. The salesman's obligation is to create more and more market and make demand upon the factory for the goods to fill his orders. He must work hard to make that obligation good. The obligation of the factory staff is to produce more than the selling men can market. And they must work harder to make *their* obligation good. Work alone will do these things.

In the midst of the war uncertainties, the business men of the country have run to over-organization. Associations, committees, meetings have been organized to discuss the troubles of each craft and provide the cures for all our difficulties. But organization without effort leads

(Continued on page 93)

The California "Home Electrical" in St. Francis Wood



The builder's original plans for this dwelling were revised by a committee of electrical men representing the California Electrical Co-Operative Campaign and the number of "convenience outlets" increased from six to thirty-two. When the house was completed, it was furnished with a full equipment of electrical labor-saving devices and opened for public inspection for two weeks. During

this time 15,000 persons visited it. Local electrical men acted as ushers to take visitors through the rooms and explain each device. The house, complete with equipment, was sold at such a desirable price that the real estate company is now building five additional "Homes Electric," the electrical features of which it is advertising at its own expense.

How California Co-operative Campaign Demonstrated The "Electrical Home" Idea

Local Real Estate Interests Are Expanding the "Convenience-Outlet" Idea in Dwellings Under Construction—Now Advertise "Electrical Homes" as a Selling Feature Without Expense to the Electrical Industry



FIFTEEN thousand San Francisco people, mostly housewives, made the trip out to St. Francis Wood at their own expense to visit the "Electrical Home" during the two weeks that it was established. There they learned the story of the convenience outlet, told them in the only way that such stories can really be effective—by demonstration.

The "Electrical Home" idea, by which a leading real estate firm of a city is persuaded to establish a model electrically wired home in a well-known residence tract and then to conduct a demonstration of electric appliances under the auspices of the electrical industry of the community, is an idea put into practice by the California Electrical Co-operative Campaign, and so successful has it proved that it has become a part of the work of that organization.

Such a "home electrical" was recently conducted in San Francisco with the co-operation of the Mason-McDuffie Company, a real estate concern. Wiring was done under the direction of representatives of the California Electrical Co-operative Campaign and appliances were furnished by the jobbers of the city.

An attendance of 15,000 was the immediate demonstration of the success of the idea, but the recent public announcement by the Mason-McDuffie Company that five more "electrical homes" are under process of construction and that all their houses in

the future will be specially wired along the plans of the California Co-operative Campaign is a result of equal consequence.

The house chosen for the demonstration was an attractive one which was being constructed in one of the new residence tracts and readily adapted itself to the presentation of the "convenience-outlet" idea. In the first place, wiring in the house was trebled, the number of convenience outlets being increased from the five or six originally planned to thirty-two. Incidentally, it found that even this number was not sufficient, and in the later electrical homes which are being erected in other cities the number is being increased.

Latest ideas in fuse-panel installation, as well as points of convenience for the easy operation of appliances in every room in the house, were introduced, so that the house on completion was ready for the introduction of all electrical labor-saving devices.

As a further advertisement of the home on its completion, an electrical exposition was conducted for two weeks. That is to say, the electrical jobbers of the community furnished a complete assortment of electrical equipment, which was properly installed and demonstrated during the two weeks the house was kept open. Current was furnished free of charge by the Pacific Gas & Electric Company. Men of the electrical industry

donated their time in relays to conduct visitors through the house and explain the value of the convenience-outlet idea.

Among the equipment demonstrated: Electric log, portable lamps, piano lamps, etc., electric phonograph, vacuum cleaner, percolator, grill, toaster, electric range, water heater, dish washer, fan, refrigerator, washing machine, mangle, iron, dining room bell, furnace regulator, sewing machine, vibrator, hair drier, curling iron, radiant heater, burglar-light switch and warming pad.

Various conveniences in the manner of installing outlets were exhibited. For instance, the breakfast room table was provided with three outlets, which in turn were connected up to an outlet conveniently located where the table adjoined the window. Similarly, the buffet in the dining room was so wired that the chafing dish and tea pot could be connected up at the back of the buffet, and dressing tables in the bedrooms provided outlets for hair drier and curling iron.

The home was advertised in the newspapers, in the street cars and by billboards, as well as direct by mail advertising. This latter consisted of invitations sent to clubs and to individuals to attend the demonstration. The cost of this advertising was borne jointly by the real

(Continued on page 87)

Six Live Stores Selling the Electrical Idea in Illinois



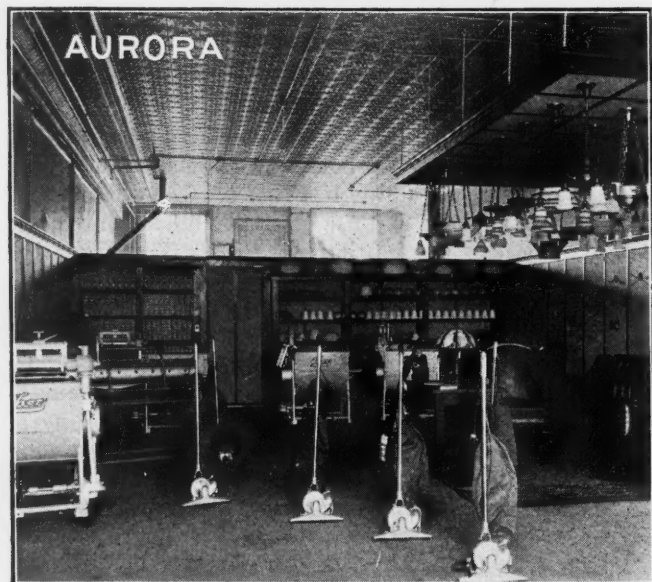
OAK PARK



ELGIN



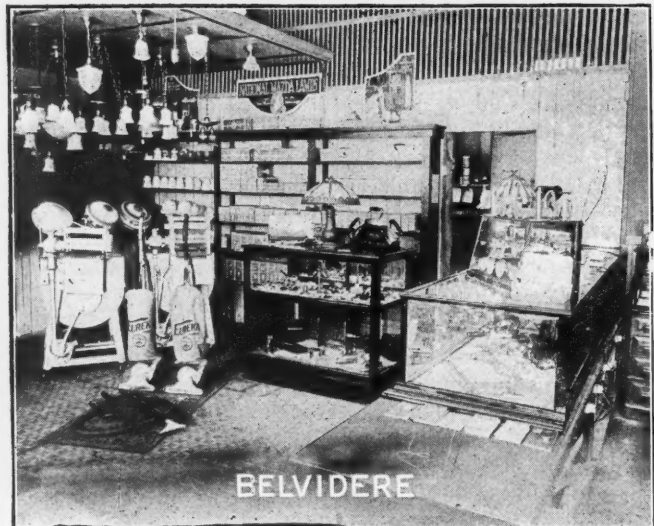
JOLIET



AURORA



DUNDEE



BELVIDERE

Electrical retail stores belonging to the Packard Electric Corporation of Chicago are in six small neighboring towns. The store at Oak Park merchandises exclusively, but the stores at Elgin, Joliet, Belvidere, Aurora and Dundee do both a contractor and dealer

business. The fixtures are spread all over the ceiling of the Elgin store, but in the later stores it will be noted that a false ceiling has been erected and the fixtures are attached to this. The company manufactures its own electric fixtures for all stores.

The company believes it is most desirable to locate stores in towns of not less than 20,000 people where the majority of the people are home owners. The most substantial success has been met with in selling the higher priced electrical devices on time payments in such communities. Experience has also shown that where a store is situated further than one or two hours by rail from the directing office the close co-ordination of the work cannot be maintained.

The executive work has been divided so that one man has charge of finance, accounting and buying and the other directs sales and the general operation of the different stores. The stores do a contracting as well as a merchandising business, with the exception of the last store acquired, and as an experiment this is organized to handle only electrical merchandise. The company recognizes

the fact that the contracting business and merchandising business, while related and tributary to each other, are directly opposite in their requirements of men and they hope, from the operation of the merchandising store alone, to draw some valuable conclusions as to the relative advantages of both classes of business.

The major efforts of the home office have been expended in training managers and salesmen for the new stores. The principal trouble has been to find managers who could and would accept responsibility and who were big enough to sink their own personality in the results which must be obtained from their entire organization. New-business men from central stations have proved the most desirable material for the development of managers. It is the policy to give the local manager all the responsibility he can assume and it

is the hope that eventually all connection between the home office and the branch stores will be through the local manager. In the progress of development, however, it has been necessary to retain the organization as shown on the chart.

The organization at each store is responsible for selling goods, collecting money and depositing the cash in the bank. Withdrawals from the bank can only be made by the head office, which does all buying, pays all the bills, handles all general book-keeping and takes all possible accounting work off the hands of the local force.

The local organizations in most cases consist of a manager, a girl bookkeeper and sales clerk, a wiring foreman, wireman and one or more salesmen. The salesmen are kept on the street selling goods, and a great majority of the time of the manager is employed in the same way. House



Spreading the "Electrical Idea"

BELIEVING that readers of ELECTRICAL MERCHANDISING might find useful the terms describing familiar electrical devices in the principal languages of the world, the editors, with the aid of experienced trans-

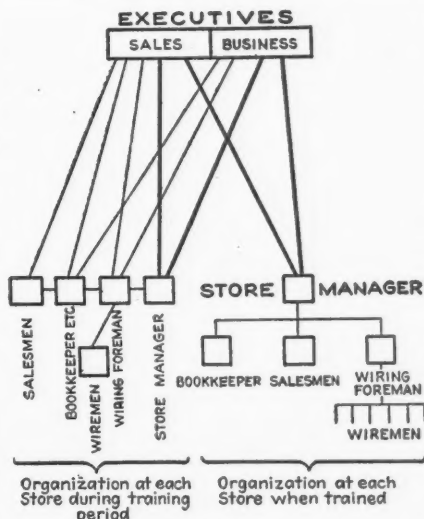
lators, have compiled the accompanying table of electrical equivalents.

An export house in New York City recently made an analysis of the letters received by it from cor-

ENGLISH	FRENCH	SPANISH	ITALIAN
Air drier	Séchoir	Secadores de aire	Asciugatore ad aria
Bake oven	Four	Hornos para panadería	Forno
Bulb	Bulbe	Bombilla	Bolbe elettriche
Chafing dish	Rechaud	Platones (para escalfar)	Casserola elettrica per tavola
Churn	Baratte	Para hacer mantequilla	Burrataio
Clothes washer	Machine à laver	Máquinas para lavar ropa	Lavatoio di panni
Curling iron	Fer à friser	Rizador	Ferro per capelli
Current	Courant	Corriente eléctrica	Corrente
Dish washer	Machine à laver les plats	Máquinas para lavar platos	Macchina per lavare piatti
Double duty socket	Double prise de courant	Enchufes dobles	Bollatore d'uova
Egg boiler	Casserole à cuire des oeufs	Aparato para cocer huevos	Ferri
Electric iron	Fer à repasser	Planchas eléctricas	Luce elettrica
Electric lighting	Eclairage électrique	Alumbrado eléctrico	Forno elettrico
Electric range	Poêle de cuisine électrique	Estufas eléctricas	Negazianto in elettrico suppli-
Electrical dealer	Marchand d'appareils électriques	Comerciante electricista	mente
contractor	Entrepreneur d'installations électriques	Contratista electricista	Elettrico contratore
manufacturer	Manufacturier d'appareils électriques	Fabricante electricista	Manefatture in articale elettriche
store	Magasin (boutique) d'appareils électriques	Almacén eléctrico	Magazzino di generele elettriche
central station	Station centrale	Estaciones centrales	Stazione elettrica
household appliances	Appareils électriques de ménage	Accesorios eléctricos domésticos o caseros	
Electricity	Electricité	Electricidad	Elettricità
Fireless cooker	Marmite suédoise	Cocina sin fuego	Cucinatore senza fuoco
Griddle	Plaque à cuire des crêpes	Tartera para pasteles	Gradiglia
Grill	Rotissoire	Parrilla	Auosti carne
Heater	Chaufoir	Caloríferos eléctricos	Riscaldatore
Water heater	Chaufoir d'eau	Caloríferos de líquidos	Riscaldatore per acqua
Radiant heater	Poêle électrique	Radiadores	Riscaldatore radiante
Heating pad	Chauferette électrique	Cojincillos calientes	Ferri di tavola per riscaldare
Incubator	Incubateur	Incubadoras	Incubatore
Ironing machine	Machine à repasser	Máquinas para planchar	Macchina per stirare
Lamp	Lampe	Lámparas	Lume
Lighting plant (farm)	Installation d'éclairage individuel pour les fermes	Instalación de alumbrado eléctrico para haciendas	Impianto di luce perfattoria
Milk warmer	Chaufoir-lait	Calentadores de leche	Riscaldatore di latte
Motor	Moteur	Motor	Motore elettrico
Percolator	Percolateur	Cafetera	Percolatore
Plug	Tampon de contact	Tapón	Toraccio
Shaving machine	Machine à couder	Máquinas de coser	Macchina per cucire
Shaving mug	Boîte à savonnerie	Tasa para rasurar	Tazza per sapone per barba
Socket	Prise de courant	Enchufe	
Table stove	Rechaud	Estufa de mesa	Stufa per tavola
Tea pot	Théière	Tetera	Telera
Toaster	Grill	Tostador	Rosticciere
Vacuum cleaner	Machine à nettoyer par le vide	Barredora par vacío	Pulitore vacuum
Vibrator	Vibrateur	Vibrador	Vibratore
Waffle iron	Fer à gauffres	Planchas para soletas	Ferri per paste
Water system	Distribution d'eau	Sistemas para agua	Sistema d'acqua

to house calls are found to be absolutely necessary in order to keep up the volume of sales and the telephone is also used intensely to develop sales leads. A special effort is being made at each store to train the girl bookkeeper and sales clerk in this telephone work.

The full plans of the executives have not yet been fully carried out, but it is the policy of the company to compensate store managers on a basis of salary plus a percentage of the profits of their own store, plus a percentage of the profits of the entire company. Salesmen are paid on a straight commission basis of 6 per cent on the first \$1,000 sold per month, 8 per cent on the second \$1,000 and 10 per cent on all in excess of \$2,000 per month. The girl bookkeepers and wiring foremen are paid on a straight salary basis, although it is possible an effort will be made to give them small bonuses



Organization chart for chain stores. The connections between the executives and the bookkeeper, foremen, etc., are dropped as soon as the manager has shown he is able properly to direct the entire force.

on the sales they may direct. The managers are encouraged to keep

down the growth of their stock and increase their turnover by the imposition of a penalty when it is necessary to remove merchandise from their stock to some other store on account of overordering, or on account of the material ordered proving unsalable in their locality.

The company has adopted the policy of concentrating its efforts on the sale of one make and quality of appliance in each line. However, it might handle a dolly type of washing machine in conjunction with the cylinder type now being sold, provided the dolly type retailed for about one-half the price of the cylinder machine. Where the resale prices are closer together than this it is not considered good business to put in the second line of machines. Experience has shown that not only does this policy deserve and get better consideration from the manufacturer and jobber but it permits

Through Languages of the World



respondents using languages other than English. The records showed that of the letters received 47 per cent were from Spanish-speaking correspondents, 33 per cent were from French-speaking correspondents,

10 per cent were from Portuguese-speaking correspondents, 5 per cent were from Italian-speaking correspondents, 2 per cent were from German-speaking correspondents, 3 per cent were from all others.

ENGLISH	GERMAN	NORWEGIAN	JAPANESE
Air drier	Die elektrische Luftdusche	Luft torker	Loshimono-ki
Bake oven	Der Backofen	Bakerovn	Pan-obun
Bulb	Die Glühlampe		
Chafing dish	Die Wärmepfanne	Anretningskoker	Takujo-nabe
Churn	Das Butterfass	Tjerne	Denki-bata-seijoki
Clothes washer	Die Waschmaschine	Vaskemaskin	Sentaku-kikai
Curling iron	Das Brenneisen	Krøljern	Ke-chijire-kikai
Current	Der Strom	Elektrisk strøm	Den-riu
Dish washer	Die Geschirrwashmaschine	Opvaskmaskin	Sara-arai
Double duty socket			
Egg boiler	Der Eierkocher	Eggekoker	Tamago-ni
Electric iron	Das elektrische Bügeleisen	Elektrisk strykejern	Denki-binoshi
Electric lighting	Elektrische Beleuchtung	Elektrisk lys	Den-ko
Electric range	Der elektrische Kochofen	Elektrisk ovn	Denki-obun
Electrical dealer	Der Elektromaterialhändler	Elektrisk forretning	Denki-kigu-sho
contractor	Der Installateur	Elektrisk leverandør	Ukeoinin
manufacturer	Der Elektromaterialfabrikant	Elektrisk fabrik	Seizonin
store	Das Installationsgeschäft	Elektrisk butik	Mise
central station	Die elektrische Zentrale	Husholdnings gjenstande	Kateiyo-yohin
household appliances	Die elektrische Hausgerät		
Electricity	Die Elektrizität	Elektrisitet	Denki
Fireless cooker	Die Kochkiste	Hokasse	Hinashi-obun
Griddle	Die Kuchenpfanne	Jernrist	Yakiami
Grill	Der Bratrost	Elektrisk ovn	Niku-aburi
Heater	Der Heizofen		Denki-nekki
Water heater	Der Heisswasserspeicher		
Radiant heater			
Heating pad	Das elektrische Wärmekissen	Varmpeute	Furanki
Incubator	Der Brutapparat	Honseopdraetter	Hinashi-kikai
Ironing machine	Die Plattmaschine	Strykemaskin	Lamp
Lamp	Die Lampe	Lamper	Nokayo-dento-setsubi
Lighting plant (farm)	Die Landwirtschaftliche Anlage	Lysstation for bondegaard	
Milk warmer	Der Milchwärmer	Melkevarmer	Chichi-atatame
Motor	Der Motor	Motor	Motor
Percolator	Die Kaffeemaschine	Kaffetrakter	Coffee-bin
Plug	Der Stechkontakt	Tap	Saiho-kikai
Sewing machine	Die Nähmaschine	Symaskin	Higesuri-chewan
having mug	Der Raslernapf	Barberkop	Denkyu-uke
Socket	Der Muffenkontakt	Kontakt	Takujo-stove
Table stove	Der elektrische Kocher	Bordovn	Cha-bin
Tea pot	Die Teehanne	Thekande	Pan-yaki
Toaster	Das Röstisen	Ristejern	Denki-soji-kikai
Vacuum cleaner	Der Staubsauger	Stovsuger	Anma-kikai
Vibrator	Der Vibrator	Vaffeljern	Wafurn-yaki
Waffle iron	Das Waffeleisen	Vandsystem	
Water system	Die Wasserleitung		

Santa Claus Is Coming!—Will You Be Ready with a Stock of

Electrical Toys?

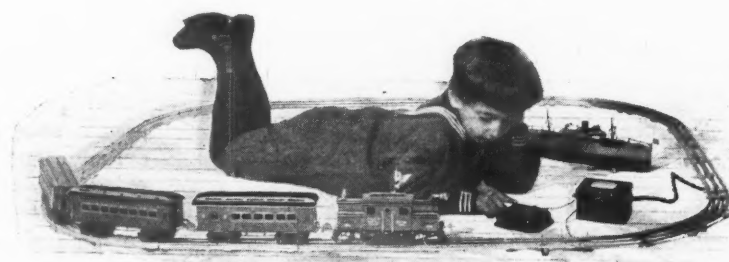
Electrical Toys Will Be More in Demand Than Ever This Year,
Opening an Attractive New Field to the Electrical Merchant

CHARACTERISTIC of toys from the merchandising standpoint is the fact that all kinds of dealers want to sell them. Hardware stores, drug stores, candy stores, furniture houses, all have their toy tables or toy corners (can you picture a drug store without its kewpie dolls?)—and now, since the vogue for educational toys has brought electrical toys to the fore, even the electrical dealer is happily, if a bit worriedly (for the rôle is new to him), preparing to don the robes of Santa Claus.

He really needn't be anxious about his rôle, however, for, after all, who is better fitted to sell electrical toys than the electrical man? The boys know this, and it is to the electrical man they come for authoritative explanations of a new toy electric engine or magnetic set. The department store clerk or ordinary toy dealer hasn't the requisite electrical knowledge to satisfy a boy's hunger for facts. But "Smith, the electrical man, knows" and "Smith the electrical man" will soon have an admiring coterie of boy patrons if he will make the most of his toy department and maintain friendly personal relations with his boy customers.

Few phases of his work will bring more genuine pleasure and profit to the electrical man than this toy department. And surely no time was more propitious than the present for starting it—now, when the whole tendency is for educational toys that will develop the creative and constructive talents in boys and when the manufacturers cannot turn out new devices fast enough to keep up with the demand.

The boy today, merely through his toys, can become thoroughly grounded in electricity, magnetism, wireless



What, give him a train that has to be wound up for every trip? He would sniff at it! Transformers and switches are far more fascinating to the boy of today. Aside from that, he is the boy who will go wild over radio work in a few years, and buy household appliances in a few more. His mother buys for him now—but, Mr. Electrical Dealer, let us introduce to you your future customer!

telegraphy, telephony, civil and hydraulic engineering and even weather bureau work. It is for the electrical dealer to decide how great a share he is to have in this work.

FOR THE ELECTRICAL TOY DEPARTMENT

The Christmas selling season is the logical time for the toy department in the electrical store, which means the three months preceding Christmas, for the most progressive toy stores are usually "all set" for the holiday sales by the middle of September. Here is a list of toys and devices which may rightly claim a place in every electrical toy department:

- Electric trains (complete with electric signals, arc lamps, electrically lighted stations, etc.).
- Motion picture machines.
- Wireless telegraph sets.
- Telephone sets.
- Juvenile electric automobiles.
- Electrically propelled boats (torpedo boat destroyers, submarines, etc.).
- Motor-driven aeroplanes.
- Electric steam engines.
- Motors.
- Toy transformers.
- Motor-driven dump trucks and tractors.
- Electric shockers.
- Electric cycle lamps for bicycles.
- Flashlights and pocket lamps.
- Control switch (to control speed of toy motors).
- Reverse switch (to operate four-terminal toy motors backward or forward.)
- Motor-driven tanks (after trench models).
- Magnets.

- Magnetic sets.
- Steel construction erector sets.
- Hydraulic and civil engineering sets.
- Weather bureau outfits.
- Signal engineering sets.
- Toy electric range.
- Electrically lighted doll houses, garages, etc.
- Dolls, cats, etc., with radium eyes that shine in the dark.
- Electric dancing dolls.
- Electric Christmas tree sets.

Yes, even electrical dolls, Mr. Electrical Dealer! Can you picture yourself selling a "lectric dancing dolly" to the little curly-haired miss who stares with bulging eyes at the electric dog, or the cook stove that makes cookies "just like mother's"? Well, it isn't so hard—and you'll rather enjoy it!

Toy merchandising requires methods of its own, it is true, but most important is a real enjoyment of the work, genuine sympathy with the kiddies and willingness to answer countless and seemingly endless questions. Boys owning electrical toys are likely to come again and again to the dealer, now for a new motor, now for advice on whether to follow up a magnetic set with the purchase of an electrical set or a weather bureau outfit. A boy who owns a motion picture machine will come for new films just as his parents buy phonograph records. And there are the constant opportunities to create interest by staging electric automobile races, aeroplane races and to form electrical or wireless boys' clubs.

Every one buys toys—mothers, fathers, aunts, uncles and grandparents, the week-end guest, the "tired business man," and the maiden lady who "just dotes on kiddies." At any rate, that is why the drug stores and hardware stores carry these lines. And that is what electrical dealers who make a specialty of toys at Christmas time are finding out.



Why not have a "Toyland" like this in your own store this Fall? There's nothing that will help more to popularize your store both for the kiddies and their mothers. A play-room like that shown in the three lower pictures—it was planned by the New York Edison Company—is a real fairyland for the youngsters. The toy doll-house in the center is lighted with real

electric lights, and at the top is the Christmas display window of a store that knew its kiddie appeal. Lay your plans for your toy sales now—the manufacturers will help you, as well as the Society for Electrical Development, which is already working on its annual Christmas selling helps both for members and non-members. Make this an Electrical Christmas for all ages!

Putting Method Into Store Appeal

How to Emphasize One Display and Subordinate Another So as to Get the Maximum of Sales Efficiency

By FRANK B. RAE, Jr.

YOU have often felt the effect of deliberate method in the merchandise displays when you went into, let us say, the busiest drug store in town. Your eye was attracted by something in the window. The appeal was repeated as you stepped inside and took your first clear view of the interior. As you walked back to the service counter and cash register a third display attracted your attention, and as you reached the door going out a fourth, final and more insistent challenge was made. Without overdominating the hundreds of articles which clamor for attention in a modern drug store, this one item stood out. If it was anything you wanted or could possibly utilize the chances are that you bought it.

Such silent salesmanship is not the result of chance. It is deliberate, carefully planned, systematized. The successful chain stores use the method regularly and with uncanny skill. They can predict within very close limits the number of boxes of talc or teddy bears or chop suey sundaes which will be sold to each hundred people who pass the store on a certain day or week. And they accomplish these definite results without in any degree lessening the sales of staple merchandise.

SPOTTING THE ATTENTION POINTS

To reduce display appeal to something akin to method, it is necessary to visualize the store plan as a picture and to "spot" the attention points exactly as an artist spots the attention features on his canvas. Let us assume a specific case, analyze it, and see what "makes it go."

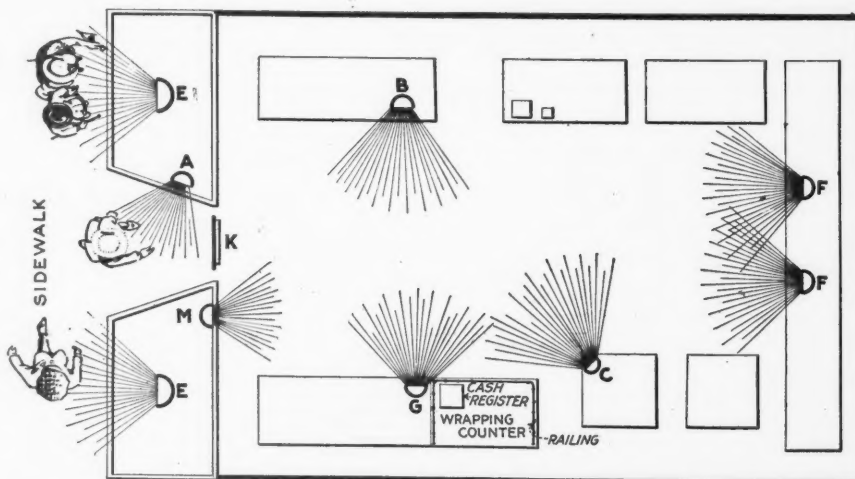
One normally opens a door with the right hand, and in most cases one hesitates slightly at the instant of doing so. The smart store-display man seizes this instantaneous opportunity to catch your attention and places inside the window at "A" his first appeal on the specific article he wishes you to buy. As you step into the store and take your first full look at the interior the dominant dis-

play nearest you is "B," where the same item of merchandise is fully shown and perhaps explained by an attractive card. Presuming that you came into the shop for something entirely different and have made your purchase, you quite naturally follow the clerk toward the wrapping counter and cash register, where display "C" exerts its influence. And finally, as you walk toward the door to go out, the final appeal "M" endeavors to turn you back.

These displays are located also

to a single item of merchandise. In the store we have above described is another class of merchandise upon which a special drive is being made. The chief window displays "E" center about this item. As one enters the store, a display, "F," occupying the whole rear of the room is given over to it.

The customer stopping at the wrapping counter finds a third appeal, "G," which insists upon attention, and as he passes out a card on the inside of the door glass, "K," arrests him



"A," "B," "C" and "M" mark locations for the same article—one item the dealer especially wants to sell. "E," "F," "G" and "K" mark locations for the same article—a second item which the dealer also wants to sell in quantity. The two displays do not conflict. They co-operate. Notice also that every one of the locations indicated is one which naturally and quickly catches the eye. Customers, on the whole, follow a "beaten path" on their way through a store. Spot the natural pauses a customer makes on this path and locate the displays there

with reference to the probable position of the clerk who waits upon you, and they enable him to refer to the merchandise quite naturally "in passing" and without seeming anxious for your money. The openings between the cases are the clerk's natural points of passage from the left side of the store to the cash register. He can emphasize the special item of merchandise casually at either "B" or "C." You will have a difficult time getting away from that shop without having given very definite thought to the thing they especially want to sell.

Methodized displays are not limited

and endeavors to make an eleventh-hour sale.

These two displays, each effective, each planned to get definite results, do not conflict with each other. They are superimposed. They co-operate. By the exercise of judgment and sense of values each display "holds its place" in the picture, just as the foreground, middle distance and vista of a painting hold their respective places in a work of art. Such displays are not difficult to plan.

The secret of success is that they must be planned.

Hit-or-miss displays are never effective.



Giving Beauty a Chance to Sell the Goods

Every now and then an electrical dealer dares to let his belief in the cash value of beauty reach the depths of his pocketbook. H. I. Sackett, president of the Sackett Electric Company, 256 Pearl Street, Buffalo, N. Y., has that kind of faith in the earning power of beauty. Tea wagon, homelike tables, concealed lighting, art crockery and attractive floors and walls characterize the store, especially the main floor. There are no counters. Oriental rugs and artistic chairs and tables help to sell the floor lamps and portables on the second floor, where the prospective customer is also surprised and pleased by soft strains of music from carefully chosen phonographic records.



Twelve Construction Ideas to Consider



FLOORS are too often overlooked or given insufficient consideration in planning a new store or remodeling an old one. Electrical merchants do not always remember that stained and scarred floors make a very bad impression on a prospective customer, while dainty and attractive floors make just the opposite impression. Although most floors are of hardwood there are a number of other materials which can be used, such as composition flooring materials, tiles and mosaic. In this store of the Gainaday Electric Company, Pittsburgh, the entire floor is in a light colored mosaic, with a border along the wall. This kind of flooring is attractive, easily cleaned and durable.

PILLARS and ceiling beams are often left exposed or crudely covered in many retail stores. A better way to handle pillars and beams is suggested in this picture. What might otherwise have been an unsightly construction feature has been turned into an attractive feature by the skillful treatment. Notice also that a wainscoting which will endure hard usage extends to the height of the washing machine and ironer, so that the movement of these heavy appliances will not damage the walls. This light colored wainscoting also presents a background against which the larger appliances stand out conspicuously.



WHERE an old store has a very high ceiling it is possible greatly to increase floor space when remodeling without changing the dimensions of the store itself. In this store of the Stubbs Electric Company, Portland, Ore., the space has been greatly increased by the construction of a balcony extending around the sides of the store, which has a plate glass frontage of 120 feet—eleven large windows. When a balcony is constructed it is well to paint it a white or light color so that the illumination under the balcony and also in the store shall be increased by the reflecting surfaces.

BUILD your store so that packages, goods and supplies shall be placed in the rear of the store, leaving ample display space for the larger appliances in the middle and front of the store. In this case, there is a 60 ft. section of shelving in which there are approximately 800 drawers. Fastened to the front of the drawer is a sample of the contents. This arrangement has proved not only attractive and efficient, but a great help to the customer in finding an article he is unable to describe. A lamp display rack need not be an unsightly object, especially when designed and placed as in this store.



WHEN you plan to remodel your store begin with the sidewalk and entrance. Although the lighting effects and the window displays here shown are not all that could be desired this store has a number of construction features which are very much worth while. This store has a narrow frontage, and instead of running a large window across most of the front and placing a door to one side, which would have given him a display frontage of perhaps seventeen feet, the dealer constructed double windows and recessed the door far enough so that the plate glass frontage for display purposes is perhaps 30 ft. Paneled gray sidewalls and the curtained backgrounds up to the level of the eye are also good features of the windows.

NOTICE that the floor level is perhaps a foot above the sidewalk level in this case. Most dealers would have constructed a single step at the threshold, not realizing, perhaps, that human nature is still lazy and that customers refuse to walk up even one step when they can escape it. This dealer therefore constructed an attractive mosaic incline to the store level, thus eliminating the step up and leading the customer to the threshold of his store.

When You Plan to Remodel Your Store

WHEN making a new store or remodeling an old one try to obtain ample dimensions if possible. Remember that freedom of movement for customers and opportunity to examine stock are two advantages exceedingly valuable in the modern electrical store. They are difficult to gain in a long and narrow store, but are much easier to secure in a wider and shorter store. Often it is possible to obtain a home touch in store construction by building in or against the wall a piece of household furniture, such as a sideboard in this store which is the home of the Electric Sales Company of Columbus, Ohio. The picture was taken on its opening day.

WHAT is known as the "white effect" is much sought after by many retailers in electrical goods. This effect characterizes many of the four thousand electrical stores which have been opened since the close of the war. This effect is obtained in this case by a light tint or by leaving the white plaster untouched. Care is necessary, however, in order to preserve this white appearance, and walls and ceiling must be kept spotlessly clean or it were better not to attempt the white effect at all. It is well to remember, however, that whiteness "makes one feel cold," especially in winter.

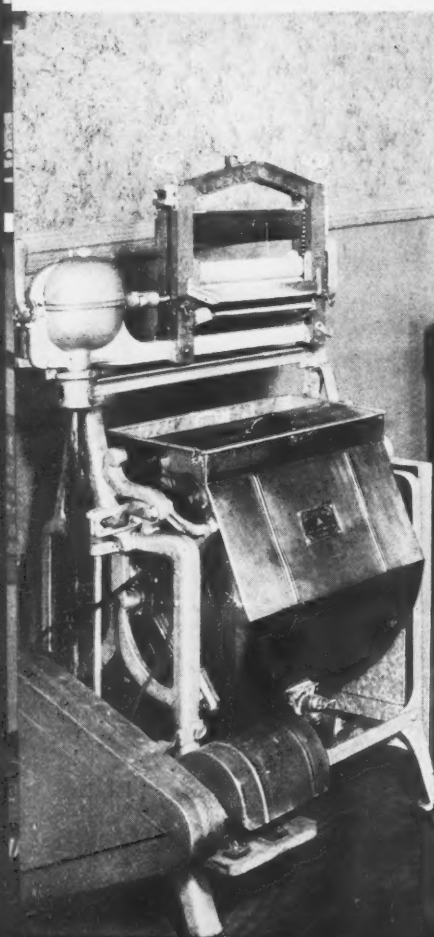
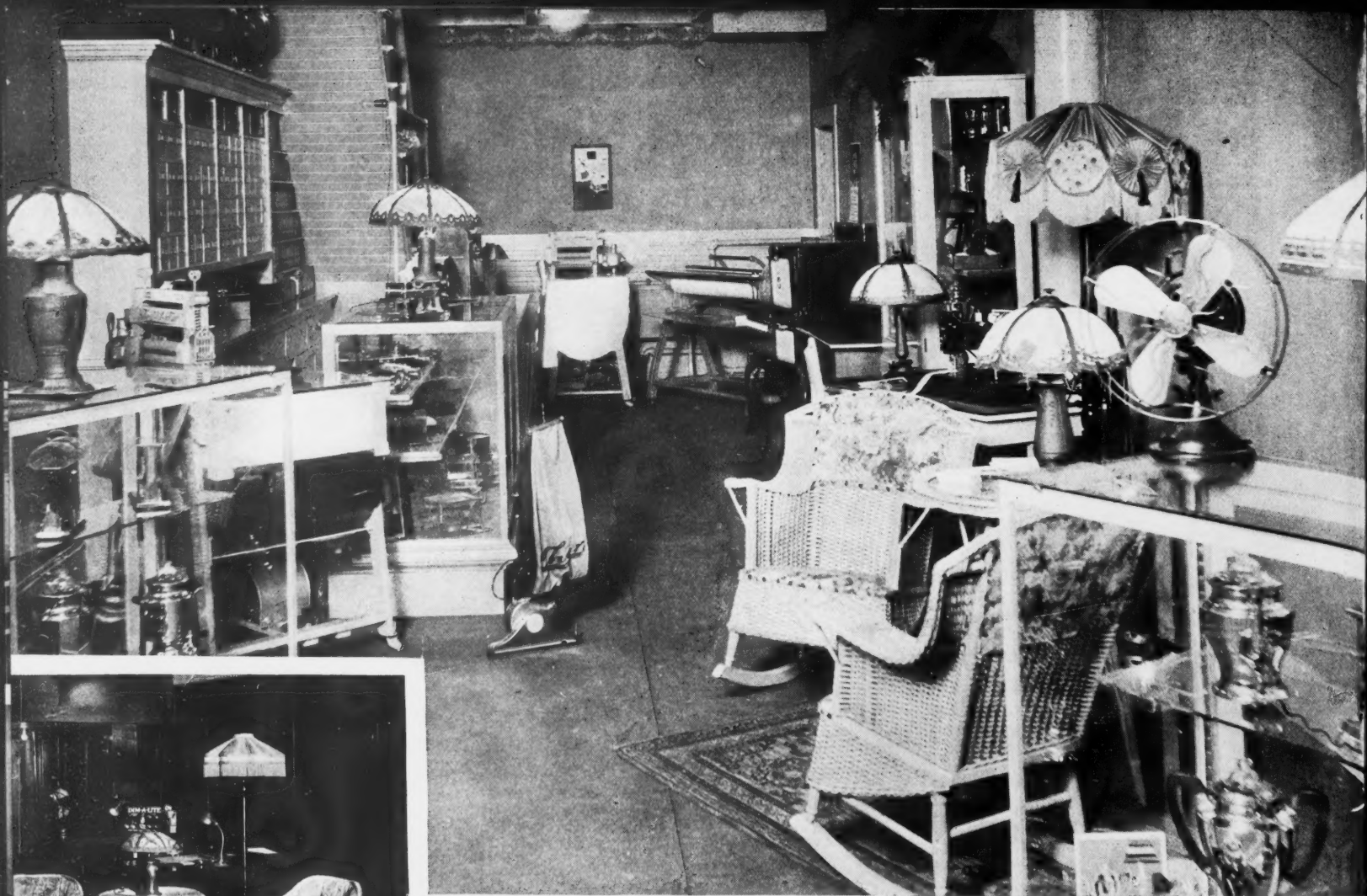
IN NEARLY all decorative schemes the heavier colors should be placed at the bottom and the lighter ones at the top. In line with this decorative principle many dealers have chosen a dark colored wainscoting, surmounted by a lighter colored wall under a still lighter colored ceiling. This gives added height to the store. In other stores, however, the wainscoting often takes the form of shoulder-high paneling, carried completely around the walls of the store. In some stores, however, as in the case of this remodeled store of the Union Electric Light and Power Company, St. Louis, Mo., the paneling effect is carried almost to the ceiling, thus doing away with large areas of blank wall.

DID you ever notice how badly exposed baseboards or mopboards are dented and scarred in many stores? Of course such a condition is the result of numerous blows from feet, chairs, stepladders, store furniture and heavy appliances. Too often, also, the mop of the janitor or scrubwoman leaves a dirty high-water mark around the baseboards not protected by wall cabinets or bins. That is why it is well if possible to build in a baseboard which is durable, which will stand hard knocks, which can be easily cleaned and which is also attractive.

ALMOST every dealer will insist that a certain amount of shelves and bins is necessary. When there must be shelves and bins in a store make them attractive. This can be done without sacrificing any of their advantages. Nothing is more unsightly than heavily loaded and sagging shelves. When constructing shelves keep in mind the probable weight to be placed on them and also remember that the vertical distance between shelves is usually greater than it needs to be, thus wasting valuable space. In this store the shelves are not too long from side to side, and are set at close levels, so that there is little if any lost storage space. Bins carrying plain labels are much more attractive for storing wiring supplies than open shelving would be. Notice also how lamp display rack is recessed in one section of the shelving.

WHEN remodeling the old store by all means obtain ample illumination. This is especially necessary in a long, narrow store. Do not clutter up the top of the shelving. In this store it would be better if fewer objects had been placed on the top of the shelves. Careful placing of all overhead lights and the unobstructed, light-colored reflecting wall surfaces will serve greatly to increase the store illumination.





Put the Home Touch Into Your Store

When a woman has charge of the planning of a store she instinctively knows what will appeal to other women. One of the first things she eliminates is the tiresome array of wall shelves. This was Miss Ruth Gerst's idea in planning the store shown on the lower half of this page, the Yale Electrical Specialties Shop of Philadelphia. In the display room (top) of the Smith-McCoy Electric Company, Portland, Ore., the "home touch" is obtained by the addition of the cheerful cretonned rockers, table and writing table. Simple elements make up the "cozy corner" in the Thomas Electric Company's store (side), Des Moines, Iowa.

Spreading the Philosophy of Trade Co-operation and

"The Goodwin Plan" in Australia

An Address by L. G. Hinwood Before the
Electrical Traders and Contractors' Association
of the State of Victoria, Australia

AT A MEETING of the Electrical Traders and Contractors' Association of the State of Victoria, Australia, held at Melbourne April 28, 1920, L. G. Hinwood, manager supply department Australian General Electric Company, presented the following interesting address. Mr. Hinwood had just returned from a visit to the United States, where he made a first-hand study of the workings of trade co-operation and the Goodwin Plan in a number of American cities.

The hearty response accorded by Mr. Hinwood's Australian associates to his proposals indicates that even in far-away Australia—on the other side of the globe—the principles of trade co-operation and right thinking, properly set to work, can remedy the ills of the electrical industry of the Antipodes—just as these same principles are solving our own trade problems right here at home on the American Continent.—EDITOR.

Mr. Chairman and Gentlemen:

The electrical industry is probably the only one in Australia which is really not making money today. We have yet to see a fortune made in this industry. The reasons are apparently difficult to discover. This association was formed eleven years ago, and ever since has been endeavoring to find the solution.

Six years ago, when I was president of this association, with this end in view I tried hard to bring about a mutual and candid exchange of ideas on the making up of estimates for wiring contracts. One gentleman, who was the first to speak after I had explained my idea, stated that he had spent a very considerable amount of time perfecting his method of estimating, and right away would say that he was not prepared to give away this information to any one. He suggested, however, that the way was to make fixed selling prices on all electrical goods.

The debate developed along these lines, and as I had not a solitary supporter finally I was compelled to drop the matter, and so six years, during which we could have been making good money, have been wasted.

Let us analyze the result of the attitude of this gentleman. Undoubtedly he had been to considerable trouble

to perfect a system of estimating for wiring contracts. Perhaps his system is ideal, but that only assures to him the profit on each contract which he secures. The number of contracts he is successful in securing, however, it seems to me, is limited by reason of the fact that so many of the smaller suburban contractors have a bad system, if any at all, of estimating. Consequently, in their desire to secure work, they cut their prices to a point where profit, due entirely to ignorance, becomes a loss.

The customer knows that the wiring rules are more or less strict and accepts the low tender, to the detriment of the man whose estimating is cor-

rect, for he fails to secure the job—to the detriment of the supply house, because the contractor, having made no profit, cannot pay his bills, and, further, to the detriment of the consumer, for the work in all likelihood is not as well done as it should be. And so we find every one concerned detrimentally affected. Had this gentleman explained fully his estimating system the result undoubtedly would have been a general improvement in prices obtained and work done.

On my recent visit to the United States my ardor was revived when I saw results which can be described only as "marvelous." Americans have discovered the solution. The answer is—if any one word can describe it—"co-operation." Let us get that word right before our eyes and keep it there constantly. Let us think about it, talk about it and, above all, let us analyze "co-operation."

According to the dictionary, "co-operation" means to act or work jointly. Today, if a central station has a shutdown, do we search for a good and legitimate reason as we would if the undertaking (central station) were our own?

No! We are altogether too prone to adversely criticize, even to the consumer, with the result that he loses confidence, not in the central station, but in electricity, our livelihood.

A competitor supplies or installs a piece of apparatus, or does some work which proves defective, or in some way gives trouble. Again, we have a tendency, perhaps more than a tendency, to criticize adversely, and again our livelihood is affected. Before we reach the maximum of success we must realize very clearly that we in the electrical industry are all interdependent, and that one firm or community of firms cannot be affected for good or evil without the condition being reflected generally.



In America today there is the National Association of Electrical Contractors and Dealers. Its objects are as follows:

To promote the welfare of its members.
To distribute among them the fullest information obtainable in regard to all matters affecting the electrical contracting and retail electrical merchandising business.

To issue engineering and data sheets required in electrical engineering and electrical contracting problems.

To collect data relating to the business of electrical contracting and retail merchandising.

To aid in bringing about more friendly relations between electrical contractors and electrical retail dealers and others engaged in the electrical industry.

To assist in marketing high-grade electrical material and apparatus.

To encourage its members in establishing and conducting attractive retail electrical stores.

To elevate the standard of electrical installations.

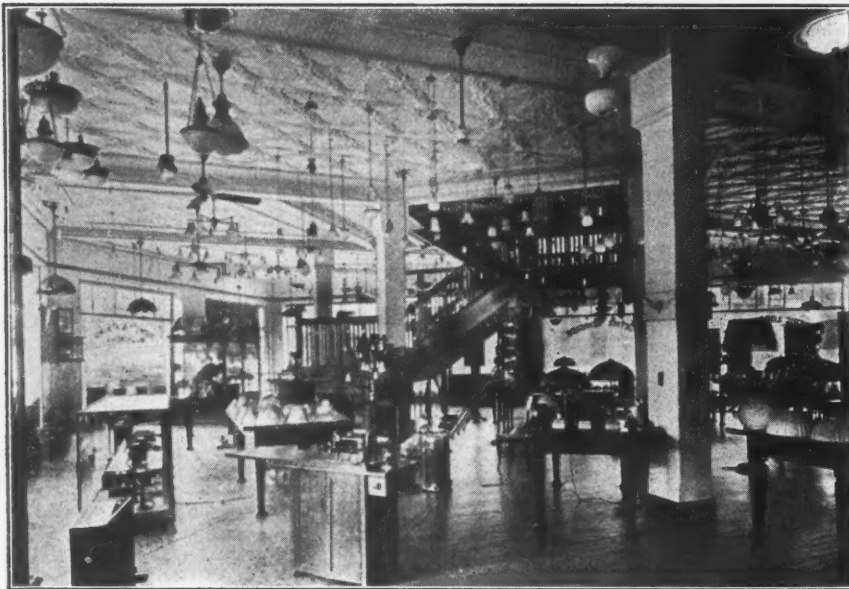
To co-operate with the National Fire Protection Association, with a view to improving the quality of electrical material, as well as its installation.

tracting work. I have copies here, and will be pleased to have you inspect them. A splendid bookkeeping system for contractors and retailers is furnished to members at cost price. I have with me here tonight a set of forms showing the complete system of standard accounting for electrical contractors and dealers, issued by this association, and would be glad to allow any one to examine them. A committee acts for any member desiring to appeal from an inspector's decision. The National Association has obtained from the Industrial Finance Corporation, a central organization of the 102 Morris Banks throughout the United States of America, a proposal to finance the business of their members in time-payment sales.

The association also has an official journal in the shape of the *Electrical*

helpful. Could this work have been accomplished without the closest co-operation?

The entrance fee to the association is \$10, and the nominal annual dues range from \$5 up, according to the annual volume of business transacted by the member firm. I had a very interesting discussion with W. H. Morton, general manager of this association, which has already spread its activities into Canada and is quite anxious to help us in Australia. Naturally, the conditions of membership at this distance would be different to what they are in the States, but Mr. Morton was not able to decide out of hand what they would be. I respectfully suggest that this association place itself in communication with Mr. Morton, whose address is 110 West Fortieth Street, New York City.



Mr. Hinwood estimates the waiting Australian market in the principal electrical appliances at about £2,750,000, and in electrical wiring at £2,700,000—a total of £5,450,000, or about \$26,000,000.

To co-operate with the Institute of Electrical Engineers in the solution of all electrical engineering problems, particularly the preparation of and compliance with standard specifications.

To co-operate with the Institute of Architects in recommending standard and improved electrical specifications.

To co-operate with all wholesalers of electrical supplies in the study of distribution, standardizing of packages and catalogue numbers, and in reducing the expense of wholesale electrical merchandising.

To co-operate with the National Electric Light Association, its members, and all other public service and municipal light and power companies, in their endeavor to solve all problems tending to improve service to consumers.

To co-operate with the National Electrical Credit Association.

To collect and diffuse information affecting merchants, manufacturers, builders and others engaged in erecting buildings.

UNIVERSAL ESTIMATE SHEETS AND STANDARD ACCOUNTING

Information of inestimable value is frequently sent out from the headquarters of the National Association. Uniform proposal sheets and universal estimate sheets are furnished. These prevent errors and omissions in con-

tractor-dealer, a copy of which I have here. Among many other interesting articles in this particular issue are:

"Stop Raising Cain, and Co-operate."

"Profit-Sharing Plan that Holds Employees."

"What Electricity Has Done to Help Humanity."

"Keeping Posted on Electrical Sales Methods."

"Ways to Take Costs as Work Progresses."

This journal costs two dollars per year, plus postage, and if any contractors would like to receive it regularly I will be glad to handle the matter for them.

Let us pause and again consider "co-operation." I have not been able to more than very roughly outline the wonderful work of the National Association of Electrical Contractors and Dealers, but it must be obvious to all that it is extremely comprehensive and

"THE GOODWIN PLAN"—A CAMPAIGN OF EDUCATION

After this association had been carrying on its work for some time, and electrical contracting, as a result, had been made more remunerative, W. L. Goodwin came to New York from California, where he had been eminently successful in organizing the electrical industry, and preached his philosophy as the "Goodwin Plan."

The "Goodwin Plan," as defined in detail in *ELECTRICAL MERCHANDISING* for January, 1920, is a campaign conducted principally through trade papers, trade organizations, and other channels, to co-ordinate the various interests in the electrical industry, and to bring them together in harmonious action, so that there may be established retail distribution of electrical materials at fair prices to the consumers, and at a fair profit to all parties taking part in the transaction. The basis of the plan is:

1. That each individual owes a responsibility to the organization representing his branch of the industry.

2. That the organization owes a similar responsibility to its members.

3. That each organization representing each branch of the industry owes a responsibility to all other organizations in the industry.

All to the end that all problems may be discussed, having in view the interest of all, thereby providing a basic plan for more adequately and efficiently serving the public, resulting in an extension of the activities of our industry to the great undeveloped field before us.

The aims of the plan are:

To produce harmony and develop co-operation between electrical manufacturers, central stations, jobbers and contractor dealers.

To produce greater efficiency in the distribution of manufactured products.

To increase the per capita consumption of electricity, apparatus, devices and supplies.

To establish high-class electrical stores.

To create a more favorable public opinion.

To inspire every man in the electrical industry, whatever his rank, job, or title, with an appreciation of the opportunity now before us and the responsibility upon every electrical man to help "put over" this great job of the electrification of households, shops, factories and transportation systems, thereby increasing, as is possible in no other way, production, human efficiency and comfort.

The "Goodwin Plan" advocates:

1. Free and unobstructed flow of trade along the most economic channels, without attempt to arbitrarily direct it through fixed channels.
2. Open meetings of all trade associations, including meeting of executive committees.
3. The electrical press becoming an integral part of each division of the industry by honorary or associate membership. Unrestricted publicity should be given to the proceedings of all meetings.
4. That each trade division of the industry establish a code of practice outlining its methods, policies, etc., in dealing with other than divisions within the industry.
5. That each trade division of the industry prepare a code of ethics outlining its own functions, relations and responsibilities to each of the other divisions of the industry.
6. That proper accounting methods be applied in wholesale and retail merchandising, particularly if either function is a minor department of a company. The cost accounting of each department should be kept separately, so as to carry its own overhead.
7. A strong and representative National Association of Electrical Contractors and Dealers, and urges all interests to lend immediate assistance to this end.
8. Recognition of the service functions of the contractor-dealer, with a differential based upon the value of the service rendered.
9. Improvement in retail merchandising methods, better display and the encouragement of more retailers—hence more points of retail contact—by urging present contractors to open retail stores, thereby enlisting the support of central stations and jobbers, and offering a broader and larger outlet for manufacturers.
10. Encouraging the sale of high-grade electrical material, the establishment of high-class specialty retail shops, improved specifications in wiring installations and the introduction and liberal use of convenient receptacles.
11. Application by retailers of intensive sales methods in connection with small devices and appliances used in the home, factory, office, etc. (such as washing machines, vacuum cleaners, dish washers, electric ranges, electric heaters, household heating devices, sewing machine motors, fans, lamps, portables, fixtures, vibrators, hair driers, ice machines, etc.).
12. That all interests conducting retail departments operate them at a profit. The adoption of this policy on the part of central stations and jobbers will result in a large number of concerns entering the retail field.
13. That central stations conducting retail departments for the sale of lamps, appliances, devices, portables, etc., should operate them in accordance with the ethics of retailing, and with full regard to proper cost accounting and the best economic methods.
14. The determining by jobbers through proper cost accounting, of the cost of warehousing and selling principal commodities so that each such commodity may carry its proper proportion of overhead based upon the volume, selling expense, turnover, etc.
15. That the service function of the jobber be recognized in the distribution of supplies with a differential based upon the value of the service rendered.
16. Recognition of the value to the public and to the industry of professional services in connection with engineering problems, and the formation of a national association by consulting engineers, so that they may co-operate effectively with the other divisions of the industry in defining the functions of the several divisions.
17. The continuance, so far as practical, of the work of the various war-service committees as relating to standardization, reduction or elimination of unnecessary types and styles of distributing materials and devices.
18. Standardization wherever practical of materials, devices, appliances, and in particular, plugs and receptacles and similar devices used in homes and offices, or where handled by the general public.
19. Broader education of the public concerning the problems of the electrical industry, and concerning electricity, its use and the application of household devices.
20. The formation of a national lecture bureau, with state and local staffs. The function of the staff would be to carry on educational work within the industry and before public gatherings. Service to be gratuitous.
21. Recognition of the principle that any

action taken by one division of the industry which affects another is seldom satisfactory unless each division affected is represented.

22. The appointment of committees by the various electrical light associations, the Electrical Supply Jobbers' Association, the National Association of Electrical Contractors and Dealers, the American Institute of Electrical Engineers, the Associated Manufacturers of Electrical Supplies, the Electric Power Club and such other associations as may be interested, to meet together to study the problems of the industry and to co-operate in finding their solution.

23. Consolidating or reconstructing overlapping organizations. A committee comprising representatives from each association should be formed to study this question and submit a plan.

24. Eventually a single organization in the electrical industry, consisting of national, division, state and local sections, with national group sections for solution of problems affecting the several sections of groups of the industry.

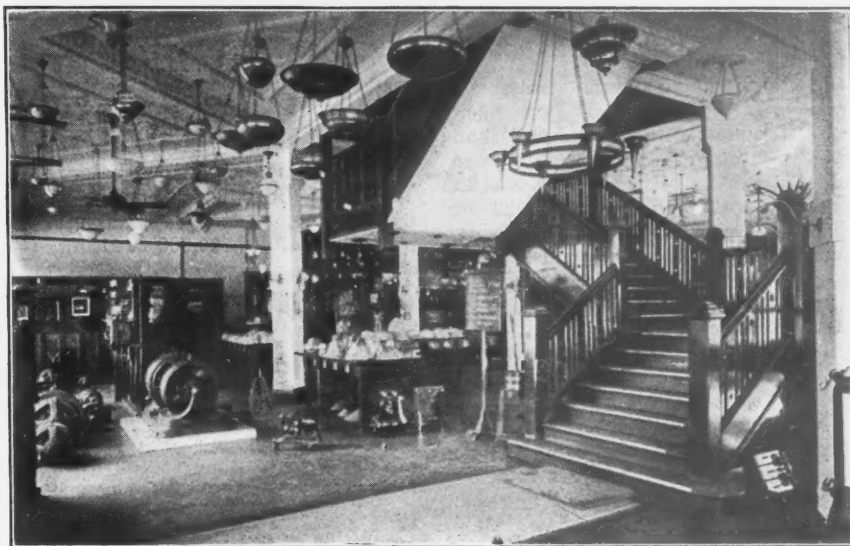
25. An appreciation of the responsibility which rests upon every individual and group in the electrical industry to render to the public, in the fullest way, the great service which the electrical industry alone can perform in increasing production, reducing the high cost of living and augment-

factor in correcting popular misunderstandings, from which central stations so often suffer.

Under the stimulus of the "Goodwin Plan" newspaper advertising has been encouraged. In many cities central stations have co-operated with local dealers in doing newspaper advertising, putting this powerful sales-producing medium behind the local retail appliance business, and so increasing the effectiveness of the single-handed efforts of any one group.

Where contractors are receiving central station co-operation a better class of wiring is going in, more outlets are installed, and better jobs generally are being done.

Central stations in some sections of the country, as in California, are enthusiastically co-operating in educational campaigns to make better electrical merchants and are contributing



An electrical-appliance salesroom in the Antipodes. The general showroom of the Australian General Electric Company at Sydney, Australia.

ing human efficiency and comfort. Here, we believe, is a supreme purpose which—like the winning of the war—should inspire the untiring effort and earnest co-operation of every electrical man everywhere, until the great "job" of electrifying all industry and all the processes of living is accomplished.

What the plan means to electrical development as a whole is perhaps best illustrated by the fact that whereas the use of electric service for the entire United States today averages annually \$7 per capita, a per capita consumption of \$40 per annum is now a matter of record in California, where Goodwin began his work of harmonizing the local trade and building it up, ten or twelve years ago.

From the "Goodwin Plan" the central stations benefit in that:

1. More electric appliances are used, with a resultant increase in the sale of current.
2. Their costs of securing new business are reduced.
3. There results greater public appreciation of the central station service, following from the increase in number and use of electrical devices.
4. A friendly attitude is developed on the part of the electric trade itself, which, being in intimate contact with the local public, can stimulate favorable public opinion, if so inclined, and be an active

as much as one-half of the total expenses of such campaign, realizing that in any movement to better retail distribution of electrical goods the central station itself is bound to be the chief beneficiary.

I would like to draw your particular attention to this magazine **ELECTRICAL MERCHANDISING**, from which the foregoing account of the "Goodwin Plan" has been read.

ELECTRICAL MERCHANDISING believes that:

1. Goods must be sold and business done at a profit.
2. Business comes to the man who goes after it.
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. The discounts in the chain from manufacturer to jobber to dealer must be adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances and sell an electrical service.
8. The electrical merchant—a central station man, as well as contractor-dealer

—must analyze his business, know his costs and adopt modern merchandising methods in both buying and selling.

9. The electrical trade must think and practice quality electrical work, using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; plugs and receptacles must be standardized; that fixtures should be equipped with standard plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience, and that meter-boards be so located that meters can be read without entering the house.

10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end it urges local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

Every page of this magazine **ELECTRICAL MERCHANDISING**, both advertising and reading matter, is of the greatest interest, and I would urge everybody to subscribe to this magazine. Should any wish to do so I would be pleased to arrange the matter for them.

Now, Mr. Chairman and gentlemen, since my return, when I have mentioned this matter in more detail than is possible tonight to many gentlemen in this great industry, I have almost invariably met with the reply, "That might be all right in the United States, where the business is enormous, but it will not work in our small community." My rejoinder to this is that such a statement is ridiculous. Today on a certain annual electrical turnover in this community we at least, or for that matter at best, at present exist. Are we going to do worse by increasing our distributing efficiency, and so allowing every one to make his legitimate profit? Why, no. If we increase the efficiency of distribution of electrical materials and work together for the popularizing of electrical conveniences, etc., we simply *must* make more money.

Here are some interesting figures. In the State of Victoria today there are 205,000 dwellings within the areas reticulated for electricity, but only 90,000 consumers. The manner in which the statistics are prepared does not enable us to determine

how many of the 90,000 consumers are factories, theaters, etc., but let us assume that there are 20,000 of these. That would leave 70,000 dwellings wired for electricity—70,000 dwellings! How many of these are *fully equipped* electrically? I venture to say not one. Very well. That means that right now there is a market here in this State of Victoria for at least

50,000 fan motors.
50,000 vacuum cleaners.
50,000 flatirons.
50,000 kettles.
50,000 radiators.
50,000 washing machines.
50,000 table standards.

Assuming the following selling prices:

Fan	£3 0 0
Vacuum cleaner	15 0 0
Flatiron	2 0 0
Kettle	2 0 0
Radiator	3 0 0
Washing machine.....	25 0 0
Table standard.....	5 0 0

This means that we have sales to the extent of £2,750,000 waiting for us to collect.

In addition there is a balance of 135,000 dwellings waiting to be wired, at an average cost of, say, £20, making an additional £2,700,000 waiting for collection by us.

"WHAT ARE WE DOING TO INCREASE PUBLIC'S DESIRE FOR ELECTRICITY?"

What are we, as a community, doing to convince these householders of the advantages, if not the necessity, of electricity? Not a thing. We fight like tigers among ourselves when an inquiry is served up to us on a silver salver. But individually or collectively we do nothing to create the desire among the people for electricity which would mean more business for us. Are

we going to continue these tactics, or are we going to help each other to take advantage of the wonderful opportunity awaiting us? If we are to do the latter the very first thing necessary is to put this association in order. Our membership consists of nineteen importers and twenty-three contractors—a ridiculously small percentage of contractors. Yet there are in the State of Victoria 241 contractors, 188 being in Melbourne. Get these men in, and educate them, if necessary. It is these contractors outside the association who are keeping wiring prices so low. If they can be shown how to make a profit better prices will be obtained and the quality of work done considerably improved.

BASIS OF DIFFERENTIALS

I believe there are present tonight some gentlemen who are not members. Will any of these promise now to join this association? You will be doing us no favor, gentlemen. It is essential for yourselves. We must start to co-operate and organize, and when the importers bring in a system of differential discounts, as they surely must, naturally the membership of this association must form the basis. And we don't want only contractors. We want every one who sells electrical material.



L. G. HINWOOD

The principal office of the Australian General Electric Company at Sydney, Australia.



Persuading Them to Buy in an "Upstairs" Electric Shop

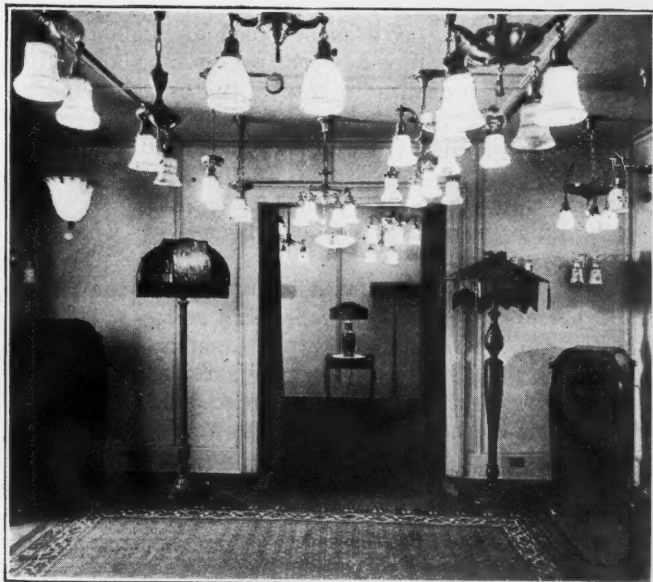


Coaxing Retail Buyers to "Come Up"

Equipping a second story electric shop to do a successful merchandising business is largely a question of making an inviting display as seen from the street level and then keeping a crew of "go-getter" salespeople out after the appliance business in the residential districts.



This, in brief, is the experience of the Hartman Electric Company, whose second story show windows command a view up and down Lackawanna Avenue, Scranton, Pa. Behind the main appliance show room are several cozy fixture display rooms for demonstrative lighting effects. "Hartman's Forty Live Wires" is the way the company's sales and construction crew refer to themselves. "Things Electrical" and "Wire to Hartman's to Wire" are the firm's terse selling slogans.



Electrical Merchandising

The Monthly Magazine of the Electrical Trade

believes that:

1. Goods must be sold and business done at a profit.
2. Business comes to the man who goes after it.
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

An International Standard of Frequency and Voltage

ELECTRICAL MERCHANDISING'S cry for "One Kind of Electricity, One Frequency and One Voltage" for household and general service relates to a problem that is international in complexity, no less than acute within our own borders.

The bitter need for an *international* standard voltage and frequency will be testified to by every exporter of electrical goods. Every firm that has shipped electrical devices across the salt water has had its sad experiences with the variegated voltages, frequencies and phases.

The rest of North America shares our own perplexity between 60 cycles and 25 cycles and follows our own voltage practices. In South America they are rather disposed to 220-440-volt circuits and follow the British practice of 50 cycles, with a variety of phases. In Great Britain the generally accepted standard seems to be 50 cycles. The Swiss and German equipment is usually 50 cycles also. In Japan the systems are divided between 60 cycles and 50 cycles, with pressures around 100 volts. And so on, each section of every continent presenting its own artistic variations!

When the time comes to write the final constitution for a League of Nations, or "Relationship with Reservations," or One Big Union, or whatever our duly chosen statesmen of that date decide is needed to save the world, let us fervently hope that along with all the provisions for self-determination, secretariats, mandates, abrogations of obligations *inter se*, etc., there will be one plainly written Article Xty-X, definitely specifying for use in all quarters of the globe: "One Kind of Electricity, One Voltage, One Frequency!"

And, may we not also add: "One Standard Attachment Plug."

Get Ready for the Radio Rush!

SUMMER is the slack season for selling "wireless" goods. Atmospheric conditions are poorest for transmission during the hot months. Radio "bugs" of school age are on their vacations, or busy holding down summer jobs. And even the more expert amateurs seem to lag in their wireless enthusiasm during June, July and August.

But with the taking up of school again in September and October the demand for radio supplies begins to pick up. Then Young America returns to its great indoor pastime of "tuning," "listening in" and building new combinations of receiving and sending apparatus. With cold, crisp weather the wireless season begins in fact, and from that time on a steady demand can be depended on, up until April or May.

The summer slack season is the time for preparation by the electrical dealer who is planning to get into this new line of radio. August and September are the months to plan his campaign, lay in his stocks and line up some young man or high school boy who "knows wireless" and can sell it helpfully and intelligently. For with the coming of cool weather the radio rush will begin in earnest.



"Making Good" Internationally

SUCCESS in exporting means simply that we are able to "make good" in competition with other nations. Up to November 11, 1918, America always made good.

We began in 1776 and made good by thrashing a great nation and setting up a country of our own. We made good as statesmen by writing the greatest public document of all time—the Constitution of the United States. We made good as traders by dominating the world's commerce with our clipper ships. We made good as empire builders by sweeping across the continent, constructing railroads and bringing a wilderness under cultivation. We made good in industry and invention by becoming a world center of manufacture—invention by becoming a world center of manufacturing.

And again as fighters we made good at Belleau Wood and Argonne.

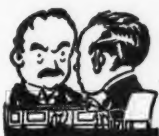
There we stopped.

Thinking men are asking themselves what ails America.

The answer will be found in our success or failure as exporters.

Upon the electrical industry of America rests the responsibility of bringing electric service and electric labor-saving devices to all the world. Already we head the nations of the earth in our uses and applications of electricity.

Our *responsibility* to mankind will not be discharged until American electrical apparatus and American electrical devices have penetrated to every people and every corner of the earth!



Ideas for the Man Who Sells



Electric Phonographs Help Get People Into the Store

E. A. Edkins, general manager of electric shops, Commonwealth Edison Company, Chicago, in talking on the application of the fundamental principles of merchandising to the sale of electrical goods before the Wisconsin electrical contractor-dealers at Milwaukee in April, said:

"Attendance is half the battle of sales. Such a small percentage of people come downtown specifically to buy electrical merchandise that the line should be broadened in every legitimate way in order to attract more people."

The Commonwealth Edison Company is handling electrically operated talking machines for this purpose, though of course this is also a profitable line and possesses the additional advantage of having a staple in the shape of the records which are sold in connection with the machines.

"Time-payment sales have also been found to increase the attendance. From 1915 to 1919 the Commonwealth Edison Company's time-payment sales increased from 35 per cent to 47 per cent. In the same period the charge accounts decreased from 40 per cent to 19 per cent, and the cash sales increased from 25 per cent to 34 per cent."

Mr. Edkins uttered a word of caution concerning business conditions. He did not think present prosperity would last and advised dealers not to buy more than ninety days ahead for 1921.

Make Electricity Boost Your Electrical Sales!

BY FRANK H. WILLIAMS

Action always attracts attention. That's why electrical dealers have a big advantage over dealers in other lines—electrical appliances can always be made to do something.

For instance, Smith & Brown hold an "electrical week" all their own. Their store is elaborately decorated for the event. The entire establishment glows with electric light. On every hand are appliances in opera-

Plans, Schemes and Methods Gathered from Successful Selling Experience to Increase the Sale of Electrical Appliances

tion. In front of the store is an electric numeral sign like those used by the larger theaters for flashing the numbers of taxis. The numbers on this sign are constantly changing, to indicate the attendance at the store during the week. Every time any one enters the store an employee presses a button for him and he is "rung up" on the sign in front.

Behind the exhibit of washing machines is a canvas screen on which a stereopticon flashes the names and addresses of purchasers of the machine, information regarding the other exhibits, figures of the total number of electric washers in the city, etc. At a display of elec-

tric signs a number of flashers are shown in operation. A man at this exhibit acts as both lecturer and salesman.

All through the store every possible use of electricity is being shown. Smith & Brown believe that everything electrical is relevant; the more electrical stunts the public sees the more it will think and talk of electricity, and that is exactly what Smith & Brown want.

A Demonstration Case for High School Boys Who Sell Lamps

A wired demonstration case for carrying sample lamps is furnished every high school boy who sells lamps to householders for Goodell & Johnson, Marseilles, Ill. The case is made of light wood about 1 ft.

Electric Punkahs Replace Sleepy Coolies in Church at Rangoon, India



The punkahs shown in this Baptist church at Rangoon, India, which look like draperies hung from a gallery, are really electric fans, electric motors having replaced the coolies who used to operate the punkahs. These coolies not infrequently found their task such a monotonous one that they fell asleep while operating the punkahs. The Rev. F. King Singler, pastor of the Immanuel Baptist Church at Rangoon, explains: "In my church we have congregations ranging from 300 to 800 every Sunday evening and in hot weather the fans are indispensable. We had the old cloth punkahs running the whole length of the main auditorium above the pews and over the choir loft. It was a comparatively simple matter to rig them up to run with an electric motor. Now, no matter how hot the night or how sleepy the coolies, the fans swing backward and forward with perfect regularity."

10 in. long, 9 in. deep and 4 in. wide. It has a hinged cover with a handle, is fitted with eight cleat receptacles, wired, and an attachment plug and cord.

"A surprisingly large number of homes have from three to six empty sockets for which lamps can be sold, together with a reserve supply, by our high school boy demonstrators," says Mr. Johnson. "We find the house-to-house selling plan most profitable."

How an Englishwoman Is Meeting the Servant Shortage in London Homes

Over in England the problem of getting household help is even more serious than in America. A greater proportion of their men were killed in the war, and the women who used to be household workers are taking the places left vacant in the factories and offices.

One intelligent woman, in thinking out a way to help solve the problem and at the same time make a good income for herself, decided that an electric suction cleaner was her best ally. If taken from house to house, she reasoned, it would perform in one forenoon an important part of the work which a servant would have to do in each of those houses.

The next question was, how to



A suction cleaner, wheeled from house to house, is helping this woman to take the place of many servants in London homes.

carry the cleaner easily from house to house, and she finally hit upon the plan of a one-wheel carriage with a handle to which the cleaner can be strapped. She is now able to visit many homes in a single forenoon. Her plan is popular with

housewives, for she arrives at each home on schedule time, visiting some homes every day and others only one, two or three times a week. Her object isn't to advertise the cleaner, which happens to be an "Apex," but it's a safe guess that indirectly she makes many sales by familiarizing housewives with the electric method of sweeping!

A Co-operative Advertising Campaign "Stunt"

When the electrical dealers of Memphis, Tenn., neared the end of their recent co-operative advertising campaign, they felt that, for completeness and as a finishing stroke, a "stunt" that would serve to recall the campaign in its entirety was needed. They found that some of the co-operating dealers had failed to keep several complete sets of the series of advertisements and hit upon the idea of using this as their final stroke. Accordingly, one day the following three-column announcement appeared in Memphis' leading newspapers:

"WILL PAY FIVE DOLLARS

for a complete set of Memphis newspapers of the following dates. These papers contain advertisements on the subject of why it is always best to buy electrical goods at electrical stores.

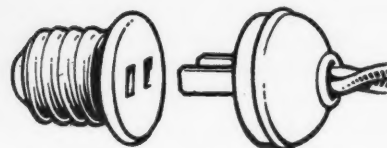
The electrical contractor-dealers whose names appear in this advertisement joined in a co-operative advertising campaign for the purpose of informing the public of the safety which lies in going to the electrical man first. The electrical firms have failed to keep copies of these advertisements and now wish to have a number of complete sets. Look through the old papers in your cellar and see how many of the above you can locate. Find the ad of the electrical stores and tear out the whole page. Five dollars will be paid for a complete set of fifteen ads, or, if you cannot find them all, 25 cents each will be paid for ads that appeared in February, 15 cents for March and 10 cents for April ads. Take them to any of the nineteen firms listed in this ad. Cash will be paid upon delivery."

Polish Wives of Detroit No Believers in "Blue Monday"



There may still be parts of Poland where the women wash in the clear water of streams, but not so in the progressive Polish community of Detroit, U. S. A. Here the housewives are pretty well converted to "the electrical way," largely owing to the enterprise of B. E. Polczynski of the community electric shop, the American Electric Company. This company did not believe in letting the electric washer hide its light under a bushel but thrust it into the limelight at every opportunity—through its corps of active demonstrators, through its advertising in the Polish daily, *Detroitki Dziennik Ludowy*; by placing two machines out on the sidewalk, and last, but not least, by erecting, at a cost of \$300, a huge and striking painted sign over the entire front of the store picturing the old and new ways of washing clothes.

The Standard Plug with Parallel Blades



Is made by 12 manufacturers. Is furnished with 200 leading lines of electrical appliances. Is strong and safe.

Standardize on one kind of attachment plug!

Demonstrating Radio Telephone Outfits at Johannesburg, South Africa



"Johannesburg residents first had an opportunity of becoming acquainted with wireless telephony at the Johannesburg Agricultural Show a couple of months ago, when 'radio' was demonstrated there by the Wireless Agency of Cape Town, by Messrs. Poyntz and Pritchard, the Marconi engineers," writes M. Edward, ELECTRICAL MERCHANDISING'S correspondent in South Africa. "I first heard Mr. Pritchard speaking from the Union Buildings, Pretoria, and then had the opportunity of speaking to him. One is bound to confess that it is with a feeling of wonder, perhaps just tinged with skepticism, that one speaks into the transmitter of the wireless telephone. The only point where the wireless telephone differs in manipulation from the ordinary telephone is that you cannot 'break in' on a conversation, but have to call for 'change over' and turn a switch, allowing the answer to come

through. When we first started conversation it was difficult to realize that speech was being transmitted through nearly 40 miles of air to and from Pretoria. Mr. Pritchard, at the Union Buildings, could be heard talking as distinctly as we can hear anybody on our town phones when they are at their best. When speaking back one is inclined at first to wait for answers, but soon gets into the way of carrying on until finished, and then calling 'change over' and getting the reply.

"The power plant of the Marconi portable wireless telephone set, shown at the left, consisted of a 2½ hp. Douglas motor-cycle engine, directly coupled to a ½-kw. alternator. The right-hand picture shows the receiving apparatus in use. The aerial used was a single wire, 250 ft. long, suspended between two light 30-ft. masts, which could be easily dismantled."

Do You Ever "Shop for Service" in Your Store?

"Shopping for service" among their own salespeople is merely a method many employers use occasionally to test out the maintenance of high standards in their stores. This is what the Cleveland Advertising Club is now doing as a service to its members. It is employing women shoppers whose duty it is to learn whether, on the whole, the salespeople understand the policies of the stores employing them and will render a service in keeping with the claims of the advertisements.

Of particular interest to all electrical dealers and salesmen is the instruction sheet provided these shoppers, to be filled out by them and turned in as reports. It is a good means of checking up on one's own procedure with customers. Some of the questions to be filled out were as follows:

- What was the condition of the department (or store)?
- Did it attract you?
- What were salespeople doing?
- Did you notice any one waiting for attention?
- Did you have to wait for attention?
- Greeting of sales clerk?
- Appearance?
- Did the salesperson appear interested

and want to help you with your problem?

Did salesperson make any suggestions?

Did salesperson have any good talking points?

Did salesperson offer any substitute? How much stock was shown?

Was salesperson acquainted with stock?

Was salesperson acquainted with advertisement?

Was interest shown in you until the end?

Were you invited to call again by the sales clerk?

Did sales clerk give any other information than prices? If so, what?

Were you shown any courtesies by any one in the store besides the sales clerk?

Principles of Inventory

First Principle—Inventory at least once per year, better twice.

Second Principle—Tell the truth about your inventory. Don't place fictitious values on your goods, for by so doing you fool no one but yourself.

Third Principle—Under rather than over value. An article is worth what it fetches in the open market, not what you paid for it.

Fourth Principle—Classify your inventory as follows: (a) Real estate and land owned; (b) furniture and fixtures, include machinery, etc.; (c) all equipment outside of actual material used in work or outstanding

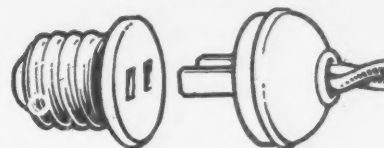
on orders; (d) small odds and ends inventory in bulk; (e) merchandise on hand.

Fifth Principle—Charge off so much per year for depreciation of fixtures, bad account, premium on insurance and lessened earning power.

A Sliding Board to Demonstrate Electric Irons

A dealer who keeps his electric irons displayed in a glass case has constructed a sliding board with short drop sides to fit over the top of the case. On this board the salesman rests the irons while explaining them to the customer. The dealer believes that the irons are displayed to best advantage in a glass case, but has found that they are too heavy to be put on the glass top of the case.

Un contact normal à deux fiches



Construit par 12 manufacturiers. Fourni avec 200 assortements principaux des dispositifs électriques. Est fort et sûr. Normalisez!



The Jobber's Salesman



How Jobbers' and Manufacturers' Salesmen Helped with the California Co-operative Campaign

"Early in the California Co-operative Campaign our advisory committee felt that we could get material assistance and quicker results for our efforts if we had the active co-operation of the great number of salesmen representing manufacturers and jobbers who are working in our territory," said R. M. Alvord of San Francisco in telling of the California campaign before the Electrical Supply Jobbers' Association at Del Monte.

"Taking the case of a particular dealer, there is usually some one salesman who is perhaps closer to that dealer than any one else. We have found cases where our field men would go and make certain recom-

Ideas Other Men Have Used to Help Them Sell Goods, and to Build Better Dealer-Customers

mendations for store arrangements, for advertising or for some other improvement, and the dealer would hesitate and wait to talk it over with a particular salesman before acting on the recommendation. We found that by getting the interest of these salesmen and organizing a certain group of them into the salesmen's auxiliary we could get material support and assistance for the regular campaign field representatives.

ORGANIZING THE COMMITTEE-AT-LARGE

"We organized, therefore, first, the committee-at-large, which consists of a sales executive, or assistant sales executive, from every organization of manufacturers or jobbers who are contributors to the campaign. The

function of the members of this committee-at-large is to take the story of the campaign, the ideas which we are endeavoring to promote, and to convey them to the entire sales organizations of their own companies. That was a general educational activity.

"Then in connection with the three field representatives there was appointed an assistant chairman and an auxiliary consisting of about ten or twelve salesmen, who would directly co-operate with the field representative, first, in introducing the standard accounting system of the National Association of Electrical Contractors and Dealers, in promoting the idea of having adequate convenience outlets, in increasing the membership of the contractor-dealers' association and in urging the reading of trade journals as well as subscriptions to them.

"The members of the salesmen's auxiliary are doing very effective work. They have held meetings together, as well as meetings with the contractors, and they were responsible in Los Angeles recently for conducting the meeting which Messrs. Goodwin, Chase and Kirkland addressed there. In fact, they are in many ways co-operating very effectively with our campaign.

CAMPAIGN IS STRICTLY EDUCATIONAL IN PURPOSE

"In addition to the subject of the salesmen's auxiliary, I want to mention two or three things which I believe are fundamental in the work of the campaign.

The first is that the basis of the campaign is strictly educational. The campaign is not paying for any advertising. We are not sending out any salesmen on our payroll. The largest portion of the campaign money is expended for salaries and expenses of our own field representatives. We are working outside of the electrical industry only in connection with the architects and builders and with the newspapers. And the advertising space that is taken on these papers is paid for by the power companies and the contractor-dealers. The whole campaign is purely educational. We are attempting to show the man in the electrical industry how better to serve the public.

Beware the Terrible "Jo-Sal-De" Bug (Distributarius Agens Vendorius)! Avoid the Deadly "Man-Pub" (Factor Publicus)!



Jobbers attending the summer convention of the G. E. Distributors' Club at Association Island, July 4-9, learned in detail about some of the terrible bacilli which cause the ills of the electrical industry. The eminent entomologist of Schenectady, Prof. J. A. Corcoran, Ph.D., U. G., lectured, exhibiting enlarged models of some of his latest discoveries, including: The "Man-jo" bug (*factor distributarius*), which attacks friendly relations between manufacturer and jobber; the "Jo-de" bug (*agens vendorius*), which can be eradicated by freely using manufacturers' selling helps; the "De-pub" bug (*vendor publicus*), which infests contacts between dealer and public; besides many other bugs, each with its own lovely Latin name. Our exclusive photograph was taken during one of Prof. Corcoran's bug-hunting expeditions and shows a terrible hand-to-hand encounter between the professor and the deadly "De-pub" bug. One of the man-eating "Jo-sal-de's" of the *vendorius* species is seen approaching on the right.

"As Chairman Newbert has pointed out, we of the advisory committee believe that the best results are to be secured from a small local organization such as we have here, rather than from a national activity which must needs be directed at long range. Here we have a group of men who meet at least once a month, who know the electrical industry all up and down our State, from A to Z, and who are therefore able to give to the work the close personal supervision and assistance which would not be possible with a national managing committee.

FIELD REPRESENTATIVES CALL ON DEALERS' STORES

"Another thing that has not, so far as I know, been attempted in any other co-operative educational activity is that our field representatives go out and into the contractor-dealers' stores. These dealers, whose merchandising methods are not up to what they should be, not only are told to read about good business methods but they are shown how to apply them. The field representatives are high-class, capable men and use their good judgment in applying general principles of good business methods and store arrangement to each individual contractor-dealer's particular problems. In my judgment the close contact, the 'close-up' view that the advisory committee members have of the situation and the immediate contact that the field men have with the contractor-dealers have been in a very large measure responsible for the success that we have attained.

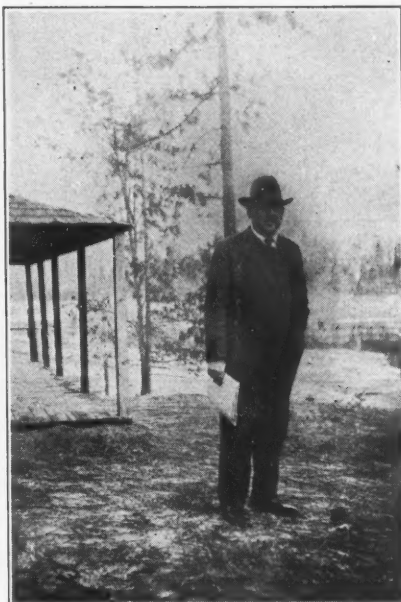
HOW TO START A CO-OPERATIVE CAMPAIGN

"There is a question which has come out of the East a great many times, and which, perhaps, is in the minds of some of you here. It is this:

"How did you organize it, or how should we go about it to organize such an activity in our district?"

"I am not sure, if I were going into it today, that we would start as we did in California. We took advantage of conditions as they were here.

"If I were going today to organize such an activity I would visit in the city concerned, say, three or four representative men in the power company branch of the electrical industry who would be in sympathy with such an activity and, having the general



R. M. Alvord of the advisory committee of the California Co-operative Campaign, who has been a tower of strength in the organization and planning of the California movement, tells on this page how the jobber and the jobbers' salesman can help in making such co-operative educational work most effective.

plan in mind, say: 'Who is there among the power company men who would be representative, who, in the conduct of this activity, would forget their own personal business and endeavor to conduct the activity for the good of the industry at large?' And I would get the names of men who would be acceptable generally.

"I would do the same thing with the representative contractor-dealers; with the jobbers and with the manufacturers, and I would eventually get a group of ten or twelve representative men who could give time and effort to this work and who could organize the managing body. We would then start out to secure the moral support of each branch of the industry and then to secure the necessary financial contributions from the individual firms or companies in those branches."

Walt Mason Says

Time is busy as a faker with his little game of chance; busy as an undertaker at an Arizona dance. Time will never stop a second for the things you have to say. All his dates are reckoned; he is always baling hay. Let us, then, quit loafing, creeping; let us work from sun to sun; so that when it's time for sleeping, we may say: "The chores are done!"

Fifteen Health Rules for the Jobber's Salesman

Reproduced below are fifteen health rules prepared by Irving Fisher, professor of political economy Yale University and chairman of the hygiene reference board of the Life Extension Institute, which are being distributed by the Metropolitan Life Insurance Company for the use of its policy holders:

Air

1. Have fresh air where you live and work.
2. Wear light, loose, porous clothes.
3. Spend part of your time in the open air.
4. Have lots of fresh air where you sleep.
5. Breathe deeply.

Food

6. Avoid eating too much.
7. Do not eat much meat and eggs.
8. Eat various kinds of food.
9. Eat slowly.

Habits

10. Have your bowels move at least once each day.
11. Stand, sit and walk erect.
12. Avoid poisonous drugs.
13. Keep clean and avoid catching diseases.

Activity

14. Work hard, but play and rest, too.
15. Be cheerful and learn not to worry.

Summer Schools on Lamp Selling for Jobbers' Salesmen

Several of the large lamp manufacturers—the Edison and National Lamp Works of the General Electric Company and the Westinghouse Lamp Company, Bloomfield, N. J., have been holding "summer schools" for jobbers' salesmen and their own salesmen during the summer months of 1920. These summer schools are intended to familiarize the salesmen and lamp specialists of jobbers, as well as the salesmen from the manufacturers' own district offices, with the processes in the manufacture, merchandising and advertising of Mazda lamps.

The first Westinghouse Lamp Company's sales conference was held June 23 to 25 at the Bloomfield plant. Nearly fifty men attended from all parts of the country. Another similar salesmen's "summer school" will be held at Bloomfield Aug. 16 to 21.

Nearly one hundred persons took part in the meetings in connection with the first Edison Lamp Works summer school, July 12 to 17. The second course will be held during the



These jobbers' lamp sales specialists met at the Westinghouse lamp factory at Bloomfield, N. J., June 23 to 25 for a three-day "summer-school" session in lamp sales and lamp production methods. General Manager T. G. Whaling, Vice-President Walter Carey and Sales Manager Elliot Reid opened the convention with brief addresses, following which were talks by W. T. Blackwell on "Commercial Engineering Aids to the Lamp Agent," A. R. Den-

nington on "New Lamp Fields," H. S. Dunning on "Quality Inspection and Lamp Tests," Dr. R. E. Meyers on the Westinghouse engineering laboratories, S. G. Hibben on "Industrial Lighting," W. W. Briggs on "The Functions of an Agent," H. D. Lufkin on "Lamp Stocks," G. E. Clark on "Lamp Transportation," F. M. Wick on "Lamp Manufacturing," F. W. Prince on "Advertising Service" and C. Beard on "Merchandising Lamps."

week of Aug. 16 to 21, and has already been booked up with a number of representative men.

The accompanying photographs show the "students" at the first sessions of these summer schools at Bloomfield and Harrison.

A similar plan of summer meetings has been carried out for some years past at Camp Nela on the home grounds of the National Division, Cleveland, Ohio. Jobbers' representatives and lamp manufacturers sales staff get together for a sales conference once each year. A different sales group is in camp each week from June until September.

While at Camp Nela the salesmen visitors hear lectures and talks by speakers of note, and men high in

the field of finance, of credit, of advertising, of research—in fact, of every activity that has to do with the manufacturing or merchandising of lamps.

The summer sales camps also serve another and equally valuable purpose. They bring the men in the field into intimate contact with each other and with the directors of the industry at the home office. Salesmen and managers meet as man to man, they talk over common problems on common ground.

Among the features on the program of a typical Camp Nela week are talks on "Engineering Data" by W. M. Skiff, manager engineering department; "Investments and Securities" by F. H. Blackburn, chairman

manufacturing group; "Trend of Miniature-Lamp Business" by P. F. Bauder; "Delivery Situation" by W. T. Cogger; "General Business Conditions and Future Outlook" by W. G. McKitterick, manager of sales; "Credit" by T. K. Quinn; "National Policy" by L. P. Sawyer, chairman sales group; "Standardization of Miniature Lamps" by J. T. Caldwell; "Advertising and Publicity" by P. B. Zimmerman, and "Agency Consigned Stocks and Supervision" by H. C. Mealey.

Physical examinations, baseball games, field sports, foot races, swimming races, tugs-of-war, "movies," music and other forms of recreation keep the salesmen in mental and physical trim.



Realizing that the successful handling of any commodity depends on the sales staff's familiarity with all the steps leading to its final disposition the Edison Lamp Works, Harrison, N. J., has organized a course to enable the salesmen of its agents and jobbers to become thoroughly familiar with the Edison lamp organization, policies and products. The first of these summer school meetings was held at Harrison on July 12 to 17 and a second session will be held August 16 to 21. Among the subjects and the speakers at these meetings are: "History of the Edison Lamp" by J. W. Howell, "Lamp Engineering" by C. T. Fuller, "Lamp Manufacture" by W. R. Burrows, "Technical Information on Lamps" by Henry Schroeder, "110 vs. 220 Volts" by O. P. Anderson, "Lighting Codes" by G. H. Stickney, "Systems of Il-

lumination" by A. B. Oday, "Methods of Figuring a Lighting Problem" by A. S. Turner, Jr., "Fields for Lamp Application" by A. L. Powell, "Applications of Foot-Candle Meter" by J. A. Summers, "Motion Picture Lamp and Projection" by J. C. Kroesen and H. F. Barnes, "The Agency Plan of Distribution" by H. J. Munger, "Increasing Responsibilities of Distributing Agents" by O. E. Watson, "Agency Records, Reports, etc." by J. R. Holmes, "Distribution, Warehousing and Delivery" by F. E. Lindsey, "Traffic Department Activities" by W. A. Ruehl, "Planning and Policy of Edison Lamp Works Advertising" by T. J. McManus, "District Sales Methods and Policies" by R. G. Henderson and "Organization and Policies" by A. D. Page, G. C. Osborn and R. B. Parker.

The "Electrical Home" Idea

(Continued from page 63)

estate firm and by the electrical industry of San Francisco. In response to the publicity thus given the installation, the house was continually crowded. Clubs attended in a body on many occasions, classes were taken over to see the home from the University summer school and hundreds of individuals made their way out to satisfy their own interest. Conductors on street cars leading to this district needed only to be asked

officials. A most attractive residence is to be featured in Los Angeles, a home in the Lake Shore district of Oakland is almost ready for opening, and electrical homes are planned at a somewhat later date for Berkeley, Fresno, Bakersfield and other cities of the State.

Managing a Chain of Shops

(Continued from page 67)

more concentrated development of the sales force.

Another of the many economies found possible with chain-store operation is effected by the assembly of fixtures. This is done at one location and the fixtures are delivered to each store completely assembled, wired and ready to hang for the job for which they were sold. The consumption of fixtures by the several stores justifies a rather elaborate fixture assembly department, including special designers and salesmen. The manager of the fixture plants oversees the fixture sales of all branches, supervises their fixture displays and studies the demands of each store. This method of handling fixture sales, which is an important part of this company's business,

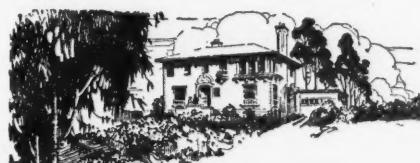
decreases the total stock of fixtures, eliminates all duplication of small parts and also allows the fixture stock to be moved from store to store when the demand of any particular locality has been miscalculated. It also allows a slow moving fixture to be changed, refinished and put into a more salable condition.

Advertising mediums are decided upon by the main office, but the local manager is given considerable leeway in the copy appeal and the amount of space he may use in newspapers. Moving picture slides were used consistently and are renewed each week.

The executives of the company realize that there is a great possibility for a high development of the effectiveness of their own stores, but feel sure that the greatest effectiveness of the retail store can be obtained through the complete evolution of the chain-store plan.

Salesmanship

True salesmanship is a keen desire to serve and not a deep anxiety to put something over. The vision to see the future of our business and to make our business better.—
JOHN G. JONES, vice-president Alexander Hamilton Institute.



**Homes Electrical
St Francis Wood**

Press the button. The swift, silent, always ready genius of electricity is at your call to make housekeeping easier and housework a pleasure.

This was the story told to thousands of San Franciscans during the Electrical Home Exhibit at St Francis Wood. Hundreds came each day and saw and realized that here at last was solved the ever-present servant problem.

All homes in St Francis Wood are Electrical Homes—wired with service outlets to aid electrical housekeeping, and that means a dual system with a dual rate—electricity for lighting at the usual cost, and power for household electrical appliances at less than half.

Homes in St Francis Wood are as modern as the tract itself. Live in the environment of the country, in a garden of flowers, with nature at her best—in a beautiful home on a big, broad, beautiful lot—with view unobstructed, good neighbors, permanent restrictions and refinements. Just 20 minutes out Market Street through the Twin Peaks Subway.

MASON-McDUFFIE COMPANY
Developers of St Francis Wood
278 POST STREET
SAN FRANCISCO
Sutter 2171

Branch Office: Shattuck Avenue
at Addison—Berkeley 200.

Today's Bulletin

Dunham has called the corner of one of St Francis Wood's finest residences to another city. At a substantial reduction in price we are offering this beautiful home, ideally situated, on large lot, with panoramic, unobstructed view. House is new, contains four bedrooms, two baths, woman's bedroom and bath and double garage.

Terms are convenient. This is but one of several very attractive opportunities in St Francis Wood.

Tract Office: Telephone Sunset 2779

St Francis Wood

An advertisement by a real estate firm selling its houses on the "Electrical Home" idea! The California Co-operative Campaign has been working with contractors, builders and architects, with the result that advertisements like this one, boosting the electrical idea, are now appearing in various newspapers—all without a cent of expense to the electrical industry!

for directions to the "Electrical Home" to answer with exactly the information wanted.

So successful has this experiment proved from the standpoint of the electrical industry and the real estate firm alike that similar arrangements have been made in the principal cities elsewhere in California. An electrical home is shortly to be opened in Sacramento, with a ceremony at which the Governor of the State is to preside and which is to be attended by the important city

American Farm-Lighting Plants for Restored Farms of Belgium



Farm-lighting plants made in the U. S. A. proved a feature of the recent Brussels Commercial Fair, held in Brussels Park, opposite King Albert's Palace. The electrical exhibit illustrated was made by the Société d'Electricité et de Mécanique of Belgium, agents for several American electrical manufacturers, and the display included American-made farm-lighting plants, washing machines, heating appliances, storage batteries and wiring devices. Some 10,000 people visited this exhibit of the "S. E. M." including many prominent Belgian engineers and representatives of technical societies and industrial schools. His Majesty, King Albert, made an especially long visit, evincing keen interest in the American electrical apparatus and devices shown.



Hints for the Contractor



*Ideas on
Estimating, Stock Keeping,
Shop and Construction Methods,
Repairs and Maintenance,
and Collections*

Canadian Utilities Standardize on Plugs and Receptacles

One of the most important discussions at the convention of the Municipal Electrical Utilities of Ontario, held in Niagara Falls recently, was that with reference to the adoption of a standard plug and receptacle, reports the Canadian *Electrical News*. A. T. Hicks of Oshawa presented the report and took occasion to state that the sale of appliances and the satisfaction in the use of them by the public had been hindered owing to the confusion caused by the multiplicity of plugs and receptacles. After careful consideration by the commit-

tee, Mr. Hicks was authorized to make the following report:

Inasmuch as there is no standard practice covering the design of plugs and receptacles for permanent installations, and as there is great need of having plugs and receptacles whose parts are interchangeable, be it resolved that this committee recommend and adopt the use of receptacles, plugs and plug caps as follows:

1. Receptacles shall have parallel contacts or contacts suitable for both parallel and tandem caps.
2. Plug bases shall have parallel contact or contacts suitable for both parallel and tandem caps.

3. Caps shall have parallel contacts.
4. Contact dimensions of caps shall be as follows: outside, .560; inside, .436; width, .250; thickness, .062.

The report met with the hearty approval of the delegates and was unanimously carried. In answer to a question, Mr. Hicks explained that there were 12 different plugs made by the same number of manufacturers, all of which are now interchangeable. In the discussion which followed, the opinion was freely expressed that local managers in the various hydro municipalities should specify these plugs when they are making their next purchases.

A Testing Device for the Farm-Lighting Lamp Counter

"Dealers who cater to customers having country home-lighting plants should guard against selling low voltage lamps to customers having higher voltage circuits, and vice versa," says R. L. Watson of McMahon & Sons, State Center, Iowa.

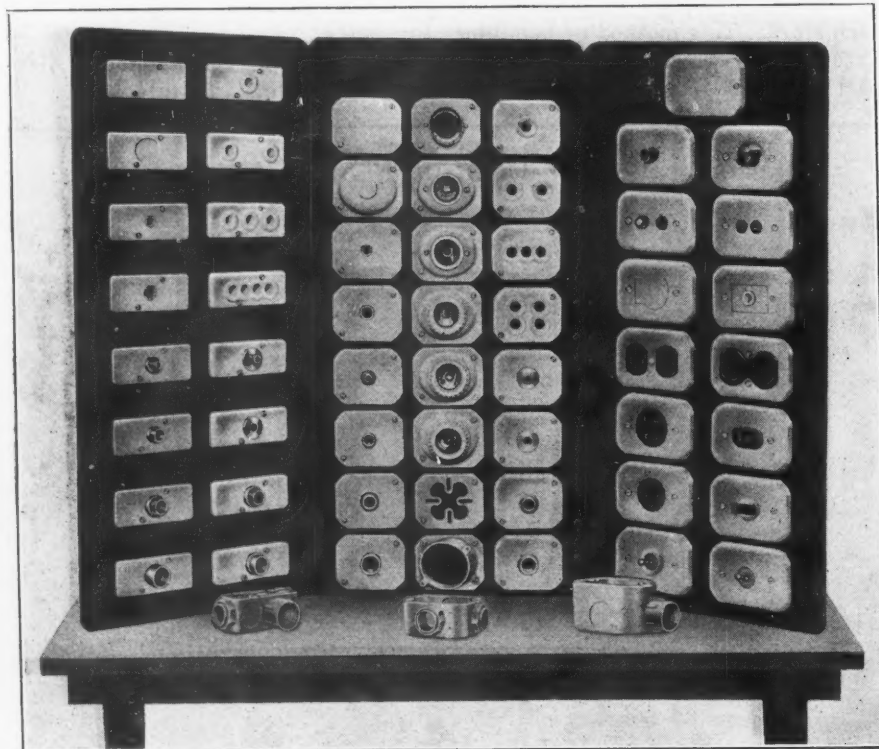
"To avoid trouble of this kind, I have installed a testing device behind the lamp counter consisting of a socket holding a 110-volt lamp wired in series with another socket of which one-half of the brass shell has been removed. This 'half socket' permits testing a lamp by simply laying the base into the socket without taking it from its cardboard container. When tested in series with a 110-volt lamp, a 32-volt country home-lighting lamp will burn brightly and a 110-volt lamp will burn dimly.

"When selling lamps, it's best to make sure whether your customer is using current from a central station line or has a country home-lighting plant."

Hubbell and Benjamin New Rotatable-Blade Plug

A new attachment-plug cap just placed on the market has its blades so pivoted that they can be turned with the fingers into either a parallel position to fit the standard parallel slots or swung into line for insertion into a tandem-slot receptacle.

"Three Conduit Bodies to Replace Thousands"

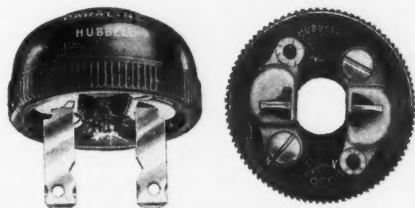


A recent improvement in wiring-construction devices introduces the advantages of knockouts into conduit bodies, thus gaining the wide range of flexibility possessed by outlet boxes. By means of the new line using pressed-steel conduit bodies with knockouts, the whole range of conduit wiring requirements is compassed with but three basic bodies and a handful of interchangeable parts. This new line is not patented and is being exploited independently by several of the larger outlet-box manufacturers, including the Sprague Electric Works, which has adopted the trade name of "Spraguelets"; Thomas & Betts, who are calling their line "T & B Conduit Bodies"; the Pratt-Chuck Company, which names its product "Pratt Conduit Bodies," and the Steel City Electric Company, which has coined the trade name of "Wirelets." In order that no confusion may arise in the trade as a result of offering virtually the same designs under four different trade names, the competitive manufacturers promoting the idea are adopting a common symbol in their publicity, featuring a hand holding up three fingers and bearing the inscription "Three Conduit Bodies that Replace Thousands." This simplified line readily adapts itself to all types and makes of standard wiring devices in the market—a feature of considerable importance.

The Benjamin Electric Manufacturing Company, Chicago, and Harvey Hubbell, Inc., Bridgeport, Conn., are the two manufacturers simultaneously introducing this type of plug under the respective trade names of "Convert-A-Cap" and "Paraline."

The Hubbell company, as is generally known, has long been identified with the tandem-blade form of contact, which it has manufactured exclusively, and in the new plug now has a cap that fits not only the tandem-slot but can also be used interchangeably with the standard parallel form of slot (parallel-bladed plugs for which are made by twelve manufacturers).

The new plug will therefore fit three forms of receptacles—standard parallel-slots, tandem-slots and Edison-base. It should be a means of simplifying jobbers' and dealers' stocks and adding to the convenience of using appliances in households not



The Benjamin and Hubbell companies are bringing out, simultaneously, the plug with rotatable blades pictured.

equipped throughout with the standard parallel-slotted receptacles.

The new plug cap with rotatable blades lists at only about 25 per cent more than the rigid-bladed caps of the same manufacture.

They'll Greet You at the Baltimore Convention, October 6 to 8



J. G. Johannesen, president of the Southern Electric Company, Baltimore, Md., headed the group of Baltimore electrical jobbers who signed the invitation to the National Association of Electrical Contractors and Dealers to hold its 1920 convention at Baltimore October 6 to 8. Mr. and Mrs. Johannesen therefore become the official hosts for the national convention. To any visitor to Baltimore who in the past has tasted of the real Southern hospitality dispensed by the Johannesen family this mention of a Johannesen welcome will be "Nuff sed!"

Armature Winding and Motor Repair

"Armature Winding and Motor Repair" is the title of a new book by Daniel H. Braymer, managing editor of the ELECTRICAL WORLD, just published by the McGraw-Hill Book Company, Inc., in which particular effort has been made to include details

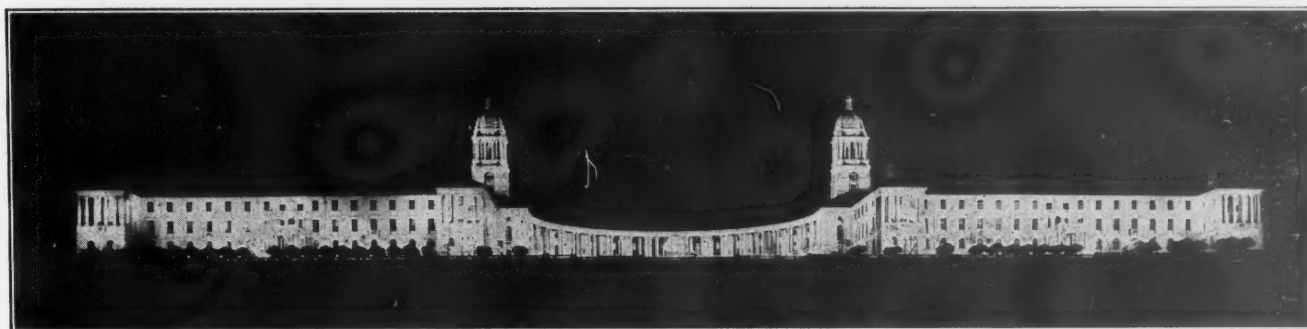
of methods in a repair shop of moderate size. The material has been obtained from actual experience and outlines practical remedies applied by shop repairmen in solving puzzling problems. In referring to the volume, one commentator calls it an "electrical book of knowledge," declaring that in its pages readers will find answers to practically all armature winding questions and solutions of a great many of the repair problems that they will meet with in practical work.

The book is divided into the subjects of direct-current windings; alternating-current windings; repair-shop methods for rewinding armatures; making connections to the commutator; testing direct-current armature windings; operations before and after winding armatures; insulating coils and slots; repair-shop methods for rewinding machines; testing induction-motor windings for mistakes and faults; adapting direct-current motors to changed operating conditions; practical ways for reconnecting induction motors; commutator repairs; adjusting brushes and correcting brush troubles; inspection and repair of motor starters; motors and generators; diagnosis of motor and generator troubles; methods used by electrical repairmen to solve special troubles; machine equipment and tools that are needed in a repair shop, and data and reference tables.

"Success comes only to those who live a life of endeavor."

—THEODORE ROOSEVELT.

Flood-Lighting the Capitol of the Union of South Africa at Pretoria



On a kopje, or hill, about a mile to the east of the center of Pretoria, is the Executive Capitol of South Africa. The structure, known as the Union Buildings, measures 920 ft. long and 200 ft. wide at the ends, curving gracefully at the center in a great arc having a radius of 125 ft. Commanding, as it does, a view of the whole city and surrounding country for many miles, the edifice furnished an ideal object for the first flood-lighting installation in South Africa.

The lighting was done under the direction of H. A. Tinson, illuminating engineer for the South African General Electric Company. Thirty-nine L-12 projectors equipped with 1,000-watt Edison

lamps were used to flood with light the surface of the front and the town end of the building. In order to give a warm, "live" tint to the illumination and at the same time to accentuate the building's architectural beauties by means of contrast, an effective red lighting was used on the inside of the columns and towers. This was accomplished by means of BEE Ivanhoe steel reflectors fitted with 500-watt Edison lamps and red-glass screens.

The beauty of the illuminated building seen from the kopjes across the valley proved such a sensation that the Government has made this lighting a permanent feature of the Capitol, and the flood-lighting is now operated nightly.



Store Equipment and Methods



Would You Compete with the Chain-Store Man?—Then Meet Him on His Own Ground!

One of the reasons why the chain store succeeds, says the *World Retailer*, is because the men back of it are livelier, better merchants who use better merchandising methods. True or not, the statement should act as a stimulus to the retail dealer, in analyzing his store methods and deciding on the best point of attack against chain-store competition. Following is a list of what happens when the chain-store man takes charge:

WHEN THE CHAIN STORES MAN TAKES CHARGE

How different the old place begins to look.

1. Fresh paint—plain name.
2. Clean windows.
3. Clean inside.
4. Serviceable counters and equipment.

Suggestions on How to Plan and Equip Your Store—Systems Which Are Used in Successful Merchandising

5. Small, well - assorted, packaged stock.
 6. Signs in windows—fresh daily.
 7. Lots of plain price tickets.
 8. No cluttered-up corners.
 9. No goods on floor—everything in boxes or on shelves.
 10. Neat, businesslike, polite clerks.
- Result: Crowded with customers.

A Card for Your Store

A New York merchant posts cards carrying this message prominently in his store, as a reminder to his own clerks as well as to his customers.

Some one has said that a green salesman might sell something once in a while, but a blue salesman never.

There is a lot in that. You'll find, however, we have neither green nor blue salesmen, but those who know how to make you feel at home and who know how to suit your needs!

A Loose-Leaf Sales Report for Clerks and Solicitors

Each month C. F. Farley, who is in executive charge of the electric shop of the Kansas City (Mo.) Light & Power Company, receives a unique kind of sales report, made in loose-leaf form to facilitate handling. The reports enable him to keep in touch with the activities of the clerks in the store and the solicitors in the field. The pages are ruled to indicate every sale made, as follows:

Each sheet (which is 17 x 8½ in.) represents one month's report. The solicitor's name and the month appear in the upper and outer corner of the page. Each side of the sheet is ruled with fifteen vertical lines, for the thirty days of the month. Three additional columns, at the right, are for total number, amount, and connected load. A single wide column at the left lists eighteen appliances, the number of sales of each appliance to be noted daily by the salesman in the column to the right.

The eighteen appliances listed on this report are irons, grills, percolators, toasters, samovars, tea kettles, chafing dishes, disk stoves, heaters, electroliers, heating pads, vibrators, vacuum cleaners, curling irons, curling-iron heaters, pony water heaters, hot water cups, hot plates. Eight or ten blank spaces are left under this list for additional appliances.

Can a Department Store Sell Electric Washing Machines?—Schenectady Says "Yes!"



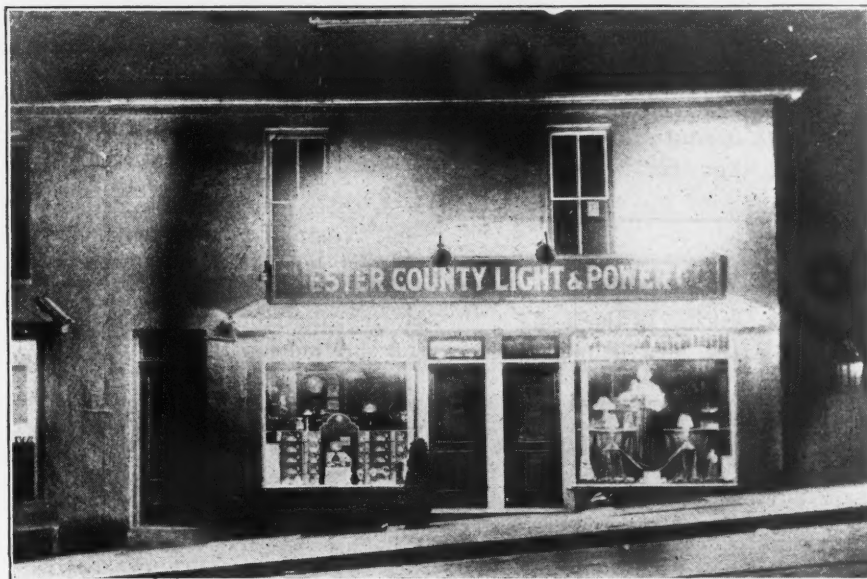
"Can department stores sell washing machines and the other large electrical appliances?" The question has been asked by manufacturers, jobbers and salesmen. A few months ago, the H. S. Barney Co., a Schenectady, N. Y., department store, bought a carload of Thor electric washing machines, with the understanding that a ten-day campaign would be conducted. J. H. McKenna, representing the manufacturers of the machine, conducted the campaign, assisted by the jobber and, of course, the department store itself. During the campaign the window display here pictured was put on, and advertisements appeared regularly, incorporated with the regular store ads. The net results were that, in ten days, forty-three Thor washing machines were sold direct from the floor. Now, the electrical department of that store bids fair to become one of the most important in the establishment—for, says Mr. McKenna, where the co-operation of the manufacturer and jobber are assured, there is no reason why a department store cannot sell electrical appliances.

The Retail Merchant's Ten Commandments

Here is a decalogue set down for retailers in general. Its sound business advice applies no less to the electrical merchant than to the man who deals in general merchandise:

1. Confine purchases to as few houses as possible.
2. Do not overbuy.
3. Take all discounts and pay all bills when due.
4. Have some books, especially an accurate expense account, a daily sales record, a book showing purchases, with cost and when due.
5. Carry enough insurance.
6. Make accurate reports to the commercial agencies and answer all letters.
7. Keep a clean, well-arranged store.
8. Do as much cash business as possible.
9. Do not make unjust claims.
10. Live within your means.

Do You Make Your Store "The Brightest Spot in Town?"



An electric shop should be the last store in town to hide its light under a bushel, in the opinion of Howard S. Barney, manager of the store of the Chester County Light & Power Company, Kennett Square, Pa. On the contrary, its brilliantly lighted store front should make it "the brightest spot in town," as an example to other storekeepers and to householders of the efficiency of plenty of light. That is the philosophy, at any rate, of Mr. Barney's store, which is here shown doing its bit with the aid of two 300-cp. globes and two 75-cp. lamps

Bonus System for Encouraging Sales

The advisory committee of the California Electrical Co-operative Campaign has decided that a simple system of bonus giving is one of the most effective ways to increase the sale of appliances in regular store trade. In consequence, it has sent out the following letter to dealers in the State:

DEAR SIR:—The advisory committee, conducting the California Electrical Co-operative Campaign, has been convinced for some time that the contractors and dealers of California could use with profit to themselves a bonus system whereby their sales force would be made to feel that the business success was their success and induced to put forth greater effort in the sale of electric appliances and in the service rendered by them to the public.

The committee upon investigation discovered many contractors and dealers already using bonus systems. As a result of its investigations the advisory committee has approved the following flat bonus system and recommends that you give it a trial if you have not a bonus system already established. In the system recommended outside salesmen of solicitors are not considered, as most of them are working on bonuses. It applies entirely to the inside sales force (the men and women who work in the store) and is in addition to their regular salaries. It has been prepared with one idea in view—that you may secure the fullest co-operation from your sales force and, therefore, make the maximum amount of sales and give the best possible service.

The advisory committee discovered that there are numerous ways of arriving at the bonus; for instance, on the gross sales, net profits, equal division among the salesmen based on the number of sales, division based on the total sales price, etc. The flat bonus was adopted by the advisory committee and is recommended to you, because it is a simple plan and on account of its simplicity can probably be used to better advantage, especially at the commencement, than other plans which are more intricate.

The plan fixes the flat bonus for appliances as follows:—

Household irons	10c.
Tailor irons	15c.
Chafing dishes	20c.
Curling irons	10c.
Grills	20c.
Air heaters	20c.
Foot warmers	15c.
Warming pads	10c.
Ovenettes	10c.
Percolators	20c.
Coffee urn heaters	20c.
Immersion heaters and	
milk warmers	10c.
Disc stoves	20c.
Toaster stoves	20c.
Hot plates	20c.
Waffle irons	20c.
Toasters	15c.
Vacuum cleaners	\$1.00
Electric sewing machines	\$1.00
Washing machines	\$1.50
Fans (under \$15.00)	15c.
Fans (over \$15.00)	25c.
Vibrators	20c.
Sewing machine motors	25c.
Hair dryers	25c.
etc., etc.	

Where more than one salesman is employed in a store it is suggested that fifty per cent of the bonus go to the salesman at once in daily, weekly or monthly settlements as the case may

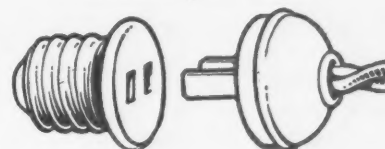
be and the other half go into a pool which will be divided equally among the store salesmen at given periods. We feel that better co-operation in store sales force can be obtained by having each salesman feel that he is interested in the sales made by each of the other salesmen as well as in his own sales and that there will be more of a tendency for everybody to boost the other fellow's sales; that is to say, that if one salesman makes an especially good record, the others will be glad of it rather than envious.

Your committee would like to see this plan carried out by you. It might be enlarged upon by paying higher bonuses on shopworn goods and by including many articles in stock which are not on this list.

A Monthly Message to Your Customers

A good way to keep your store in the minds of customers, thinks W. A. Dannenhauer of Dannenhauer, Inc., Wilmington, Del., is to send out a monthly message to them—no, not a sales letter, but a cross between a personal letter and a genial essay. At any rate, that is what Mr. Dannenhauer's is, although he calls it "Just a Word from Dannenhauer—and His Little Electric Store." It is printed in three-page folder form, and the only illustrations are small 1-in. pen-and-ink sketches. Each monthly message is based on only one topic, so as to concentrate interest instead of scattering it. For example, the subject of the first message was "How to Equip Your Home Electrically—Right Now—Without Expense." It explained to the housewife how the washing machine would pay for itself in a year by eliminating the weekly wages of the laundress, which would pay for the machine on the part-payment plan. The pamphlet is written with sincerity and in a breezy, personal style which does more than anything else to bring Mr. Dannenhauer into intimate contact with every one of his customers at least once a month. It's a good substitute, in fact, for a personal visit and friendly handclasp!

El tapón normal con enchufes paralelos



Lo hacen 12 fabricantes. Se suministra con 200 clases de los accesorios eléctricos principales. Es fuerte y seguro. Normalizad!



Sales Helps for the Dealer



Daylo Picture Contest Shows Big Results

More than ten million contest blanks were distributed by upward of fifty thousand dealers in the United States and Canada and literally hundreds of thousands of answers were received by the contest department of the American Ever Ready Works in the campaign just closed. Interesting reports made by the Ever Ready sales organization show that the campaign was a great success and was accompanied by a large turnover of Eveready cases and batteries.

In connection with the contest, pictures were sent to the U. S. Marine Barracks in the Virgin Islands, to a home for incurables near Philadelphia and to similar institutions whose inmates might otherwise be deprived of the privilege of competing for the \$10,000 in prizes. Even penal institutions were included among those to which pictures were sent. A man serving a life sentence in the Illinois Penitentiary at Joliet wrote the American Ever Ready Works: "I wanted to visit the nearest dealer to see the Eveready Daylo contest picture, but they wouldn't let me. Will you please send me one so I can have a chance to win a prize?"

Show Window, Counter, Mail Advertising and Specialty Aids Which Manufacturers Offer to Help You Get More Trade

could do, so must the electrical man's window feature not the device itself, but its actual use in the home.

This is the idea behind the new

A "Moving" Window Display for Farm Water Systems

A three-panel window display cut-out, featuring a man moving a garden hose up and down, is now ready for distribution to its water system distributors by the Burnett-Larsh Manufacturing Company, Day-



The two-way plug is effectively shown in this window display sent out to dealers by the Benjamin Electric & Manufacturing Company

Show What the Plug Will Do, Not What It Is!

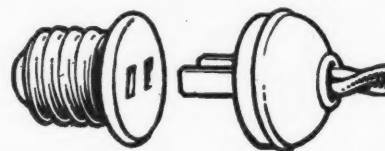
If, when the camera was new, storekeepers had placed it in their windows without an explanatory card or picture of any kind that camera would have grown dust an inch thick before a sale was made. Similarly with many electrical devices. Plugs and sockets lying in a show window are not yet generally enough known to mean anything to the average passer-by. They are merely so many lumps of "machinists' tools," even to the woman who uses them every day at home; she has never noticed them especially and doesn't recognize them at all in their new setting. Just as cameras were eventually sold by showing the public not what the camera was but what it

sales folder prepared for its dealers by the Benjamin Electric Manufacturing Company of Chicago on the subject of window decorations for two-way plugs. Eleven window displays, worked out by dealers, are shown, and it is remarkable that practically every one of these displays features not the plug itself but its service in making more convenient the use of more household appliances. One window shows a woman connecting her percolator and lamp at the same time, another shows a tea table and floor lamp working from the same outlet.

Another feature of the displays is their clever tie-in with the elaborate display material supplied by the company—cutouts, wall hangers, cards, hinged picture gallery and cartoons all being used.

ton, Ohio. The man sprinkling his garden with the hose is shown on the center panel. A small electric fan in back of the panel moves the arm up and down. Panels on either side illustrate the comforts of "water in the city and in the country."

Der Standard Kontaktstoepsel Mit Parallelen Klingen



Wird von 12 Fabrikanten angefertigt.

Wird mit 200 Hauptlinien von elektrischen Artikeln geliefert.

Ist start und sicher.

Normalisieren wir!

What Should the Merchant Do?

(Continued from page 61)

to failure. Talk alone, theory alone, analysis alone, planning alone, will not bring business in the greater volume that will carry on the nation's industry in spite of all the higher costs and heavier burdens. It is organization *with effort* that achieves this big end. Men must stop talking of the old-time dollar that has passed on with the other wreck of war and go to work to make more of the dollars that we have, by intensive and creative and productive work. There is no substitute for work.

OUR FORTUNATE POSITION

We of the electrical industry are in a fortunate position. We make, distribute, merchandise, install and energize necessities that the whole world has just discovered help solve the problems of the day. We sell appliances to supplant the high-priced labor that has come to be so hard to get. We provide a means of avoiding the drudgery and toil that men and women have so universally refused to longer carry on. The home gives the best illustration, for there are three conditions in the home today that have brought on a personal crisis to each household:

1. Domestic labor cannot be obtained and at its present price can hardly be afforded.

2. The free spending prosperity of recent years has killed the old tradition of household drudgery and the woman of today will not consent to labor in the kitchen in the old-time way.

3. The lessons of organization and mechanical efficiency which have come out of the war have brought an appreciation of the opportunity for using machinery in housework, both to save labor and for economy.

The result of all this has been a growth in the increased demand for electric household appliances that is spectacular in its sudden acceleration, as the accompanying curve so graphically shows. This year, it is estimated, 700,000 electric washing machines will be sold, 800,000 vacuum cleaners, 2,500,000 flatirons, and so on. We will build them, distribute them, sell them, install them and energize them. The appliances and all the other electrical apparatus, industrial and commercial, that will be sold, with the accessories that go with them, will bulk a two-billion-dollar industry by itself.

For houses will be built. Stores, offices and factories are being built. Business will not falter. America is

forging on with all the strength of her limitless resources and potentialities, the like of which the world has never seen. And we of the electrical industry stand out as the men of the hour. The world is clamoring for our help.

But we must work! We must lay aside our rôle of spectators of war-times. The factories must be kept running full. The stores must be kept busy selling. The offices must know no lessening of activity. The homes must be equipped and re-established to express and satisfy the new universal eagerness for better

living. And if we do our parts—each one of us—holding our work to be not just a job, but the creation, production and continued stimulation of new market in which our opportunity awaits—there will be no cause for any man to longer ask himself: "What shall I do?"

The message of the hour is *work!* And in America especially, in this electrical industry of ours, there are clearly seen these great elements of life and strength and promise. They need but this vitalizing force of work to transform what now seems to so many a baffling problem into a greater and sustained prosperity in which each one of us will share in the full measure of the work he does, the effort he contributes.

Record of Lighting Fixture Patents

Issued from June 15, 1920, to July 6, 1920, Inclusive

COMPILED BY NORMAN MACBETH

Consulting Illuminating Engineer, New York City

Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office, from June 15 to July 6, 1920:

55,457. Reflector. Harold G. Fitz Gerald, Los Angeles, Cal. Filed Nov. 19, 1917. Issued June 15, 1920. Term of patent 14 years.

55,464. Shade for Lighting Fixtures. William F. Handel, Meriden, Conn., assignor to The Handel Company, a Corporation of Connecticut. Filed Sept. 19, 1918. Issued June 15, 1920. Term of patent 3 1/2 years.

55,493. Wall Plate for Lighting Fixtures. Gottfried Westphal, Guttenberg, N. J., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed Apr. 30, 1918. Issued June 15, 1920. Term of patent 3 1/2 years.

55,603. Bracket. Joseph Glassberg, New York, N. Y. Filed Jan. 16, 1920. Issued July 6, 1920. Term of patent 14 years.

Mechanical Patents

1,343,573. Electric Lamp Holder. Victorino Martinez, Habana, Cuba. Filed June 4, 1917. Issued June 15, 1920.

1,343,689. Lamp Dimming Socket Switch. Raymond D. Smith, Arlington, Mass., assignor to Tremont Products Company, Boston, Mass. Orig-

inal application filed Oct. 27, 1916. Divided and this application filed Jan. 10, 1917. Renewed Aug. 12, 1919. Issued June 15, 1920.

1,343,690. Heat Dissipating Socket Switch. Raymond D. Smith, Arlington, Mass., assignor to Tremont Products Company, Boston, Mass. Filed June 5, 1917. Renewed Aug. 12, 1919. Issued June 15, 1920.

1,344,251. Electroliner. Lorena M. Wood, Spokane, Wash. Filed May 25, 1918. Issued June 22, 1920.

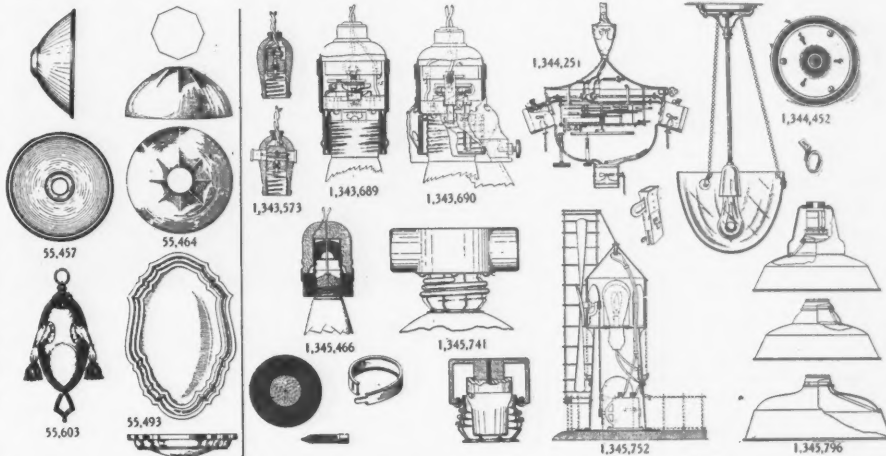
1,344,452. Electroliner. Louis Roth, New York, N. Y., assignor to Sterling Bronze Company, New York, N. Y. Filed June 27, 1919. Issued June 22, 1920.

1,345,466. Incandescent Lamp Protecting Device. Holroyd Fitzwilliam Way, Oregon City, Oregon. Filed June 5, 1919. Issued July 6, 1920.

1,345,741. Lamp Shade Holder. Carl H. Bissell, Syracuse, N. Y., assignor to Crouse-Hinds Company, Syracuse, N. Y. Filed July 13, 1918. Issued July 6, 1920.

1,345,752. Electric Lamp and Fan. Hunt Diederich, New York, N. Y. Filed June 16, 1919.

1,345,796. Reflector. William F. Minor and Phil C. Keller, Cleveland, and Thomas W. Bolph, Schering, Ohio, assignors to General Electric Company, a corporation of New York. Filed March 15, 1919. Issued July 6, 1920.



Copies of illustrations and specifications of patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each.



Gossip of the Trade



Program and Rates for Contractors' Convention at Baltimore

A tentative program for the annual convention of the National Association of Electrical Contractors and Dealers, October 4 to 9, a rate list for all the Baltimore hotels and a schedule showing railroad rates from each state to Baltimore have been mailed to members from the office of the association, 110 West Fortieth Street, New York, by W. H. Morton, general manager. Non-members may obtain the rates and railroad schedules by writing to Mr. Morton.

Association headquarters will be in the Southern Hotel. Monday and Tuesday will be given over to meetings of the executive committee. The convention proper will open on Wednesday morning and close with the annual dinner on Friday night. The executive committee will hold a final session on Saturday morning.

A complete program will be announced later. The tentative program follows:

MONDAY, OCTOBER 4, 1920

Executive Committee Meetings at 10 a.m. and 2 p.m. in Banquet Room, second floor. Registration Bureau, open at 4 p.m., first floor.

TUESDAY, OCTOBER 5, 1920

Executive Committee Meetings at 10 a.m. and 2 p.m. in Banquet Room, second floor.

WEDNESDAY, OCTOBER 6, 1920

Convention Sessions at 10 a.m. and 2 p.m. in Ball Room, fourteenth floor. Opening Address—S. C. Blumenthal, chairman Maryland State Association. Address of Welcome—Hon. William F. Broening, Mayor of Baltimore. Response—W. Creighton Peet, chairman National Association. Address—"The Industrial Outlook"; speaker to be announced later. Reports referred to meeting by the executive committee. Report of Special Representative Laurence W. Davis. Reception and dance at 8 p.m. in Ball Room.

THURSDAY, OCTOBER 7, 1920

Convention Session at 10 a.m. in Ball Room, fourteenth floor. Address—"Sale of Motors for Industrial Use," J. A. Clark, Westinghouse Electric & Manufacturing Company.

DISCUSSION

Successful Conduct of a Contracting Business—A. S. Abbot, Electric Construction Company, St. Paul, Minn.

DISCUSSION

"The Proper Handling of Fixture Sales"; speaker to be announced later.

DISCUSSION

Trip to Annapolis at 2 p.m. in special trolley cars leaving from trolley station on Liberty Street between Fayette and Lexington Streets. Address at State House in Annapolis at 3 p.m., by Hon. Albert C. Ritchie, Governor of Maryland. Convention photograph on State House steps. Visit to United States Naval Academy at 4 p.m.—Exhibition Drill. Special trolley cars leave Annapolis at 6 p.m.

Glimpses of Electrical Men at Work, at Play, and in Convention—as Caught by Lens and Pencil

FRIDAY, OCTOBER 8, 1920

Convention Sessions at 10:30 a.m. and 2 p.m. in Ball Room, fourteenth floor. Address—"A Two Billion Dollar Industry," H. B. Kirkland. "Harmonizing the Industry"—Samuel A. Chase. "Scientific Merchandising"—W. L. Goodwin.

DISCUSSION

"Industrial Lighting"—W. G. McKettrick, National Lamp Works.

DISCUSSION

Annual Dinner (informal) in Ball Room at 7:30 p.m. (dancing).

SATURDAY, OCTOBER 9, 1920

Meeting of executive committee at 10 a.m. in Banquet Room, second floor.

An arrangement has been made with the District of Columbia Association so that those desiring to visit Washington on this day will be met at the railroad station in that city and taken for a sightseeing trip.

Special entertainments for the ladies are being arranged for and will be announced later.

All meetings are open to all those interested and a full discussion of all subjects is invited.

"Open-Price" Advocate Dies at New York



Arthur J. Eddy of Chicago, a well-known attorney and author of the book "The New Competition," died at New York City July 21, following an operation for appendicitis. Mr. Eddy was a strong advocate for the "open-price" plan of competition, by which bids were exchanged among competing bidders through the medium of a neutral secretary. This open-price plan had attracted wide attention in the electrical field, and Mr. Eddy was attorney for several electrical organizations operating on the "open-price" basis.

Organization Changes in Westinghouse Electric International Company

Several new appointments have been made in the organization of the Westinghouse Electric International Company.

At East Pittsburgh, Pa., they are as follows: H. F. Griffith, assistant to general manager; R. W. Everson, manager of merchandising department; H. C. Soule, manager apparatus department, and H. S. Reizenstein, manager price department.

In New York they are: G. H. Bucher, assistant to general manager; J. H. Payne, supervisor of agencies, and F. M. Sammis, manager of incandescent-lamp department.

The following men have been appointed foreign managers of the Westinghouse International company: F. M. Rodgers of London, England, European manager; J. W. White, Royal Bank of Canada Building, Havana, Cuba, manager for Cuba, and L. T. Peck, Bartolome Mitre 754, Buenos Aires, manager for the Argentine.

General Harries President I. E. S.

The Illuminating Engineering Society announces the result of the election of officers for the coming year, as follows: President, Gen. George H. Harries; vice-presidents, H. F. Wallace, Dr. George S. Crampton, J. J. Kirk; general secretary, Clarence L. Law; treasurer, L. B. Marks; directors, Adolph Hertz, Walton Forstall and Frank S. Price.

The various sections have elected the following local officers: New York Section—Chairman, Dr. Ralph R. Myers; secretary, S. W. Van Rensselaer; managers, Herman Plaut, Charles Franck, Frank R. Burnitz, C. A. Barton and H. V. Bozell. New England Section—Chairman, N. W. Gifford; secretary, J. T. Kerens; managers, J. W. Cowles, F. A. Gallagher, Jr., L. T. Troland, C. M. Halstead and David Crownfield. Philadelphia Section—Chairman, C. E. Clewell; secretary, H. B. Anderson; managers, Dr. Howard Lyon, G. Bertram Regar, Herman Eckstein, C. S. Snyder and J. B. Kelley. Chicago Section—Chairman, J. L. Stair; secretary, J. J. Kirk; managers, F. F. Fowle, J. W. Foster, E. D. Tillson, F. T. Benson and A. T. Hunt.

Francisconi Barrett has been appointed manager of the appliance department of the United Electric Company's office at Wichita, Kan.

Ohio to Try California Co-operative Campaign

The Ohio Electric Light Association has voted to try out the California co-operative plan, at the suggestion of P. J. Williams of Cincinnati. C. G. Eichelberger of Cincinnati and J. C. Matthieu of Dayton were appointed to represent the central stations in a conference with men from other branches of the electrical industry. One of the principal objects is to foster the installation of more convenience outlets.

A "Standard Plug with Parallel Blades" Ten Feet High



Here's a standard plug to delight even mighty Jupiter himself! It measures 10 ft. high and was designed by J. H. Crawford of Schenectady, N. Y., to put emphasis behind his gospel of plug standardization. Three men are required to lift the cap from the plug body. J. C. Beam, International General Electric Company, Sao Paulo, Brazil, and F. E. Aymerich, Mexico City, shown in the picture, are the pluggers who plug for this plug in the Latin Americas.

American Manufacturers' Foreign Credit Insurance Exchange

The American Manufacturers' Foreign Credit Underwriters, Inc., has been organized with offices in the Chamber of Commerce Building, Chicago, for the purpose of insuring foreign credits and the publication of a marketing guide for foreign countries. The purpose of the new organization is to give mutualized protection for American manufacturers in foreign trade. J. B. Benson is general manager of the exchange.

The plan has recently been indorsed by the Michigan Manufacturers' Association, National Association of Employing Lithographers and American Bottle Manufacturers' Association, and is also under consideration by executive committees of other bodies.

A recent addition to the board of directors of the exchange is E. N. Hurley, president of the Hurley Machine Company of Chicago, ex-chairman of the United States Shipping Board and ex-chairman of the Federal Trade Commission.

Westinghouse Agent-Jobbers Meet at Hot Springs, Va.

The eighth meeting of the Westinghouse Agent-Jobbers' Association was held at the Homestead, Hot Springs, Va., July 26 to 29.

Following President F. E. Stow's address there were talks by J. C. Schimdtbauer, N. G. Harvey, C. Robbins, J. C. McQuiston, M. C. Morrow, E. E. Garlits, C. Beard, F. D. Phillips, F. W. Woolrich, F. M. Feiker and H. A. Lewis.

The discussion indicated the growing interest in merchandising subjects and in the function of the jobber as a sales creator.

Officers for the coming year were elected as follows: F. E. Stow, president; J. J. Gibson, vice-president; J. E. McClernon, treasurer; C. C. Blackwell, secretary; H. T. Pritchard, assistant secretary; J. J. Jackson, counsel.

N. E. L. A. Commercial Section Committee Heads Appointed

The first meeting of the executive committee of the Commercial Section, National Electric Light Association, was held at Association Island, Henderson Harbor, N. Y., July 16 and 17. Those present were: M. S. Seelman, Jr., chairman; R. H. Tillman and R. S. Hale, vice-chairmen; L. A. Coleman, L. D. Gibbs, J. J. Gibson, Oliver R. Hogue, H. H. Holding, George A. Hughes, Fred R. Jenkins, C. L. Law, George H. Stickney, L. R. Wallis and A. Jackson Marshall, committee secretary, and, by invitation, Messrs. W. T. Blackwell, S. E. Doane, F. M. Farmer, Harry Grant, Ward Harrison, J. D. Israel, A. L. Powell, H. H. Masdick, C. K. Nichols and Dana Pierce.

Chairman Seelman announced the following bureau and committee appointments, which were unanimously approved:

Chairman Advertising and Publicity Service Bureau—L. D. Gibbs, Edison Electric Illuminating Company of Boston.

Chairman Power Sales Bureau—H. H. Holding, Public Service Electric Company, Newark, N. J.

Chairman Lighting Sales Bureau—Oliver R. Hogue, Commonwealth Edison Company, Chicago, Ill.

Chairman Commercial Service and Relations with Customers' Committee—L. A. Coleman, the United Electric Light & Power Company, New York City.

Chairman Education Committee—Fred R. Jenkins, Commonwealth Edison Company, Chicago, Ill.

Chairman Electrical Salesman's Handbook Committee—George H. Stickney, National Lamp Works of General Electric Company, Harrison, N. J.

Chairman Finance Committee—R. H. Tillman, Consolidated Gas, Electric Light & Power Company, Baltimore, Md.

Chairman Compensation of Salesmen Committee—L. R. Wallis, the Edison Electric Illuminating Company of Boston.

Chairman Electric Vehicle Bureau—E. S. Mansfield, the Edison Electric Illuminating Company of Boston.

In compliance with the new plan of organization of the wiring committee, of which R. S. Hale was appointed chairman by President Martin Insull, the executive committee of the Commercial Section approved Mr. Seel-



John F. Gilchrist, president Federal Electric Company and vice-president Commonwealth Edison Company, Chicago, surrounded by a bevy of youthful admirers—children of company employees—during the "housewarming" exercises at the new Federal factory, Eighty-seventh and State Streets, Chicago. Mr. Gilchrist announced new company plans for employees' representation and stock ownership.

man's selection of G. E. Miller of the Cleveland Electric Illuminating Company, Cleveland, Ohio, as the Commercial Section's vice-chairman. This committee, which is a new National standing committee, also will have a vice-chairman from the Technical Section.

Chairman Gibbs of the Advertising and Publicity Service Bureau announced the following division chairmanships:

Adequate Outlets Division—P. L. Thomson, Western Electric Company, New York City.

Illuminating Engineering—Non-Technical Applications—Division—P. B. Zimmerman, National Lamp Works of the General Electric Company, Cleveland, Ohio.

New Merchandise to Sell and Where to Buy It

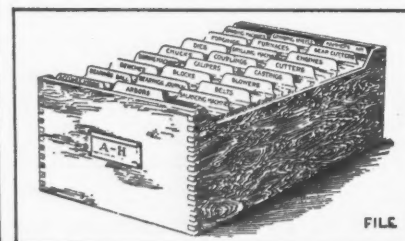
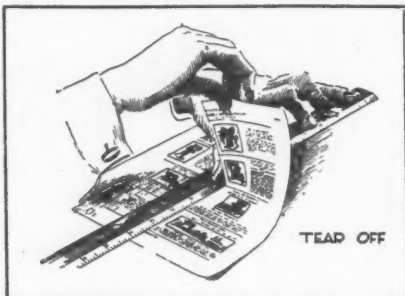
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many New Appliances to Lighten the Labor of the Home

How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number ELECTRICAL MERCHANDISING has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and who makes it, right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of ELECTRICAL MERCHANDISING. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

Electrical Automobile for Children

From *Electrical Merchandising*, August, 1920

The newest development in automobiles for children is the electrically operated "Custer" car, which may be charged overnight from any lamp socket and travels at a speed of from 5 to 10 miles an hour. The car is substantially and compactly made and painted bright red. The control is extremely simple, a pressure of the foot on the right button sending the car forward, on the left button reversing the action. The brake is a hand lever on the right hand side.

One model of the car is provided with two electric headlights and one taillight. The cost per charge is estimated to be only 15 cents, and the distance per charge 10 miles. The car is being made by the Custer Specialty Company, 119 Franklin Street, Dayton, Ohio.



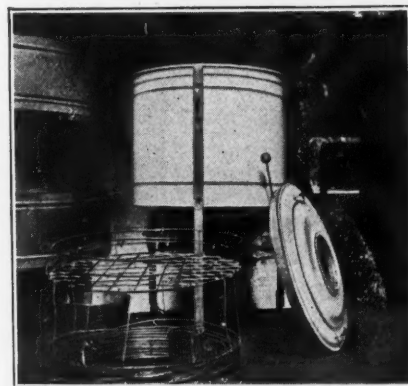
Portable Electric Dish Washer

From *Electrical Merchandising*, August, 1920

A new electric dish washing machine is now on the market, designed for domestic use and for easy pushing from dining room to kitchen on nickel-plated rubber-tired castors. Weighing about 35 lb., the machine is provided with a spun automatic ventilated top fitted with a round glass cover and is said to be self-cleaning. Other features are:

(1) Method of throwing the water upward by means of a patented two-blade dasher. (2) Method of draining the water by means of a center drain into which is fitted the dasher shaft and to which is attached a gate valve. (3) The ball bearings which carry the vertical eccentric propeller blades. (4) Two wire trays for nesting the dishes.

A universal motor drives the vertical shaft by means of a rubber belt, which is intended to eliminate the necessity of tightening the belt. Four quarts of hot water are used to wash the dishes, which is said to take from five to eight minutes. According to the maker, The Jewel Electric and Manufacturing Company, 1833



Berteau Avenue, Chicago, the machine cleans all dishes, from silver to glass-ware to pots and pans.

Junior Radio Receiving Set

From *Electrical Merchandising*, August, 1920

A junior radio receiving set designed for beginners has been recently added to the line of the Modern Radio Equipment Company, Elizabeth, N. J. Being rugged and simple to operate, declares the maker, it may be used as a portable set. There are only three adjustments to be made on the instrument to operate it.

The case is of mahogany finish with a bakelite-delecto panel 1 1/2 in. thick and 5 1/2 x 8 1/2. The detector is of the dust-proof type and nickel-plated. A variable condenser is mounted on the panel.

Ball-Bearing Type Motor

From *Electrical Merchandising*, August, 1920

The Cleveland Electric Motor Company, Cleveland, Ohio, is marketing a type of riveted frame, ball-bearing, constant-speed, 25-cycle and 60-cycle, polyphase, squirrel-cage induction motor. Rotor bars are connected mechanically and electrically by a patented process in which the short-circuiting rings are welded around their ends. Ventilating fans are provided on the rotor. Standard ball bearings are used.

Multiple Christmas Tree Set

From *Electrical Merchandising*, August, 1920

In the new Christmas tree lighting set, "Arborlux," recently announced by the General Electric Company, the lighting cord is wired in multiple instead of in series, so that if one bulb burns out or is broken the others are not affected.

The set consists of a transformer, which can be attached to any 110-volt alternating lighting circuit by means of a 6-ft. attaching cord and plug; a 9 1/2 ft. length of main cord with twenty branches made of twisted twin conductor finished in green, and twenty-one miniature lamps in ruby, blue, green, orange and frosted white glass.

The transformer is equipped with three terminals, giving 10, 14, 24 volts, so that it may be used to operate electric toys when not in use for lighting the tree. The joints where the branches of the main lighting cord join the cord are bound together with molded composition to protect them from strain.



Electrically Operated Churn

From *Electrical Merchandising*, August, 1920

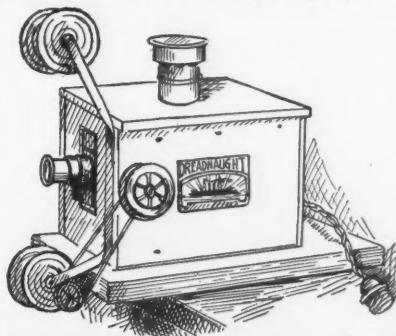
The new electrically operated churn which has just been put on the market by the Dazey Churn & Manufacturing Company, St. Louis, Mo., is built along the same lines as the same company's hand churn.

The motor churn has a higher base than the hand churn for the purpose of mounting the motor underneath the churn. This high base also gives space for a bucket to be placed beneath the faucet for catching the buttermilk. The gears are enclosed in a removable housing, the receptacle and dasher being also removable for cleaning.

Finished in blue enamel and aluminum bronze, these churns have a gross capacity of 4, 6 and 10 gal., respectively.

Electrically Operated Toy Motion Picture Machine

From *Electrical Merchandising*, August, 1920



Any boy or girl can give real motion picture shows at home with the electrically operated "Ab-Cum-O-Graph" machines made by A. B. Cummings of Attleboro, Mass. These are standard moving picture machines, fitted with the so-called Geneva movement, and operating on the same principle as the professional machines. Standard films are shown by the machines, consisting of short reels of the used films, supplied to the manufacturer by the large picture houses.

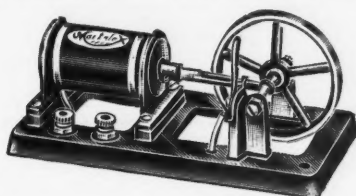
This machine is made in six models. They are all of sheet steel, brass and nickel, except the bases, which are of hard wood. Complete electric equipment is furnished, except the bulb, and one model, the "Dreadnaught," has its own stereopticon lamp. Every model operates with any kind of current and any size bulb.

Printed "theater" tickets and show bills are supplied with each outfit, and magic lantern slides and "U-Mak-Em" slides may also be had.

Stationary Electric Toy Engine

From *Electrical Merchandising*, August, 1920

To supply a more attractive motive power than the usual rotary motor for operating electrical toys, an electric motor



in the form of a stationary horizontal steam engine, but operated by one or two dry cells, has been developed by the Martalex Manufacturing Company, 450 East 148th Street, New York City.

The speed and power of the engine are derived from the use of the Ironclad solenoid principle. A control lever varies the speed, starts, stops or reverses the flywheel. The machine may easily be taken apart and put together. The materials used are planished steel cylinder cover, liberty silver connecting rod and control lever, phosphor bronze contact spring, high-grade drill rod crank shaft, special alloy flywheel. The finish is black japan.

The engine is made in two sizes. The smaller type is 6 1/2 in. long, 3 1/2 in. wide and 3 in. high; it weighs 1 1/2 lb., and the flywheel is 2 1/2 in. in diameter.

Storage Batteries for Farm-Lighting Plants

From *Electrical Merchandising*, August, 1920

A line of storage batteries for replacement work in connection with farm-lighting plant equipment has been brought out by the Wolke Lead Batteries Company of Louisville, Ky., under the name of "Red Cap" storage batteries. These cells are made in a capacity from sixty amp.-hours to 210 amp.-hours. The plates are separated by bridge structures in the bottom of the jar and the cells can be furnished in either glass or rubber containers. All cells are specially packed for shipment in extra heavy gable top boxes.

Belt-Driven Electric Farm-Lighting Plant

From *Electrical Merchandising*, August, 1920

Both electrical and mechanical energy may be obtained from the belt-driven farm-lighting plant now being marketed by the Chambers Manufacturing Company of Butler, Pa. The 4-hp. engine has two pulleys—one for driving the electric generator and the other for furnishing mechanical power. The engine may be operated with gasoline, kerosene, crude oil or natural gas.

The generator is a 40-volt, 1-kw. shunt-wound Westinghouse machine, and the unit is controlled by a Westinghouse panel, on which are mounted a voltmeter, an ammeter, a rheostat, fused line switch, series field switch, ignition switch and a reverse current relay. A 16-cell, 107-amp.-hr. battery is used.

Electric Washer with Oscillating Action

From *Electrical Merchandising*, August, 1920

In announcing the development of its new oscillating electric washer, the "Sea Wave," the Voss Brothers Manufacturing Company, Davenport, Iowa, calls attention to what it describes as the thermo characteristics of the copper tub containing the clothes. This tub is copper lined on the inside, covered first with an insulating material of two layers of fiber material and then with heavy tin metal. This causes the tub to act as a thermos bottle, the maker says, and keeps the water hot for at least five hours.

The water action makes a figure 8 when the tub is in operation, due to the oscillating motion and to a slight downward curve on the inside top of the tub.

The tub is supported in a 2-in. angle-iron frame and enclosed in a cabinet painted sea-green with dark green trimmings. Doors on two opposite sides of the cabinet are hinged half way down with a spring hinge, so that in case the operator's hands get between the door and tub the door will automatically open, thus protecting the operator.

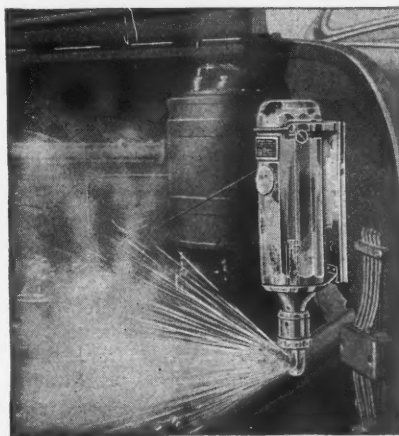


Automatic Fire Extinguisher

From *Electrical Merchandising*, August, 1920

A fire extinguisher combining both hand and automatic operation and said to be equally effective whether the fire is a gasoline blaze under the hood of a car, the furnishings or curtains of home and office or the gas tank in the garage is being manufactured by the Boyce-Veeder Corporation, 76 Hunters Point Avenue, Long Island City, N. Y.

The principle of the extinguisher is that the chemical upon coming in contact with heat and air forms a heavy gas blanket that shuts out the oxygen, thus depriving the fire of its support and extinguishing the blaze. On motor cars, trucks and motor boats the "Boyce" is installed under the hood, and the instant the blaze breaks out in the carburetor or any other part of the motor the temperature fuse of the extinguisher melts off, releasing the chemical, which is sprayed fanwise over the whole area of the motor. In case of fire in any other part the extinguisher can be slipped from its bracket and operated by hand by dashing the chemical at the base of the flame.



Motor Rectifier for Battery Charging

From *Electrical Merchandising*, August, 1920

The Advance Electric Company, 131 East Sixth Street, Los Angeles, Cal., is producing a motor rectifier for storage-battery charging. The set consists of a 1-hp. special-type motor with extended shaft upon which are mounted three collector rings and two special commutators. The motor acts only to drive the shaft, says the manufacturer, and the alternating current is converted into direct current in two separately controlled circuits, in graduated voltages of 22-volt steps to 110 volts and normal capacity of 10 amp. per circuit. The switchboard is of marble and carries the necessary switches, meters, automatic cut-outs, regulators and transformer.

Motion Picture Film Division—Charles H. Peirson, Southern California Edison Company, Los Angeles, Cal.
 National Commodity Advertisers' Division—Earl E. Whitehorse, ELECTRICAL MERCHANDISING, New York City.
 News Syndicate and Magazine Writers' Division—Frank B. Rae, Jr., ELECTRICAL MERCHANDISING, Cleveland, Ohio.
 Publications Division—Cyril Nast, the New York Edison Company, New York City.

The Commercial Section voted to undertake a series of tests of electrical appliances with the understanding that no effort would be made to set up specifications or to stamp an article tested either approved or disapproved.

A Guide for Exporters

A ready reference guide to the imports and exports industries, shipping, banking, products, climatic and other local conditions of every foreign market is provided in the "Exporter's Gazetteer of Foreign Markets," just issued by the *American Exporter*, New York, and compiled by that publication's research editor, Lloyd R. Morris.

The countries of the world have been grouped in alphabetical order by continents and other major geographical divisions so that adjoining markets are found together.

Under each country will be found detailed information upon area and population, commerce, production and industry, railroads, telegraphs and telephones, money, weights, measures, commercial language, local advertising media, principal shipping routes, customs tariffs, consular regulations and consular representatives, cable rates, mail time, postal rates and regulations respecting parcel post, money orders and reply coupons. The section under each country dealing with commerce contains tables showing the value of the total foreign trade for a series of years, the



"Soft job, taking photos for ELECTRICAL MERCHANDISING," remarked H. W. Bliven, general sales manager of the Harvey Hubbell Company, when we asked him to look, and so forth. "Sure is," agreed W. J. Tonkin of the Ansonia Electric Company, inspecting us critically as we veiled our back hair with the focusing cloth. "Nothin' to do," confirmed Tom Grier of Chicago, "but stroll around convention cities and shoot electrical folks." Right! But talking about soft jobs, no one has ever run any pictures of US stretched out in a porch easy chair at these conventions!

value of imports and exports by commodities and countries and the value of its imports from and exports to the United States for ten or more years.

The Americolite Company, New York City, of which Richard M. Beard is proprietor, has been awarded the verdict in its suit against the Excello Gas Illuminating Company of Baltimore for infringement of Reissue Patent No. 14,781. On June 10 Judge Rose filed his opinion holding the patent valid and infringed and awarded an injunction against the defendant restraining further infringement.

The Electric Vacuum Cleaner Company, Inc., Cleveland, Ohio, held a convention of service-station managers at its plant in that city July 23 and 24. Managers of service stations in all principal American and Canadian cities were called to the factory. A banquet dinner was served the convention at the Cleveland Athletic Club, the guests being addressed by all executives of the company.

The Globe Machine & Stamping Company, Cleveland, Ohio, is now handling the distribution of the products of the Steam Electric Products Company, which is a holding corporation being operated by the Globe company as Sepco Division.

The Aladdin Manufacturing Company of Muncie, Ind., has recently been organized to manufacture electric portable lamps. Overton Sacksteder, Jr., formerly vice-president of Retherford Brothers Company, is secretary-manager of the new company.

E. E. Hedler has become Eastern representative of the Buckeye Electric Division, National Lamp Works of Cleveland. He succeeds W. O. Conley, who has had his headquarters in Philadelphia.

Clyde C. Miner has resigned his posi-

tion as secretary and treasurer of the Dayton Fan & Motor Company, and his interest in that company has been purchased by Ernest Boehme, formerly with the Delco Company, Louis Ruthenberg of the Delco Company, Lee Warren James, attorney, and M. D. Larkin. The Dayton Fan & Motor Company recently moved into its new factory and has a large volume of orders on hand.

J. J. Caestecker, formerly household sales specialist for the Western Electric Company, has been appointed vice-president and general manager of Home Appliances, Inc., which operates a chain of electrical retail stores in the city of Chicago.



"Keep Plugging to Standardize Plugs" is the marching song of these three musketeers of the wiring-device department of the General Electric Company. In the center stands Jack Dallam, manager, flanked by his trusty aides, J. H. Crawford and W. D. Yates.



Battling bandits and roaring ransomers have no terrors for E. H. Waddington of the Western Electric Company, St. Louis, and W. R. Phipps of the Galveston (Tex.) Brush Electric Company. Wandering over the line from San Diego, Cal., they stopped at the Tia Juana racetrack, in the land of bullet balloting, and watched the equines toe the turf.

Stanley L. Polacheck, formerly with Charles Polacheck & Brother and later with the Milwaukee Electric Company, has opened offices in the First Wisconsin National Bank Building, Milwaukee, Wis., where he will represent electrical manufacturers. He will cover the state of Wisconsin and the upper peninsula of Michigan.

Eugene E. Smith has been appointed sales manager of the Ajax Electric Company, Baldwin Avenue and Montgomery Street, Jersey City, N. J. Mr. Smith was formerly with the Metropolitan Electric Manufacturing Company, Long Island City. The Ajax company is broadening its field as a manufacturer of special appliances, and is entering upon the production of panel boards, switchboards, safety switches and renewable fuses.

Haag Brothers Company, Peoria, Ill., manufacturer of washing machines, is constructing a new factory which measures 150 ft. x 280 ft. This company, which makes washing machines only, is planning to double its output within the next four or five months.

Charles Kirschenbaum has succeeded to the business formerly conducted under the name of Kirschenbaum & Mickelson and has moved from 92 Pitt Street to 141 Pitt Street, New York City.

Russell P. Askue has severed his connection with the publicity department of the National Lamp Works to go into agency work, with headquarters at Cleveland, Ohio. Mr. Askue has been with the National Lamp Works for several years, prior to which he was advertising manager for the Ivanhoe-Regent Works of the General Electric Company.

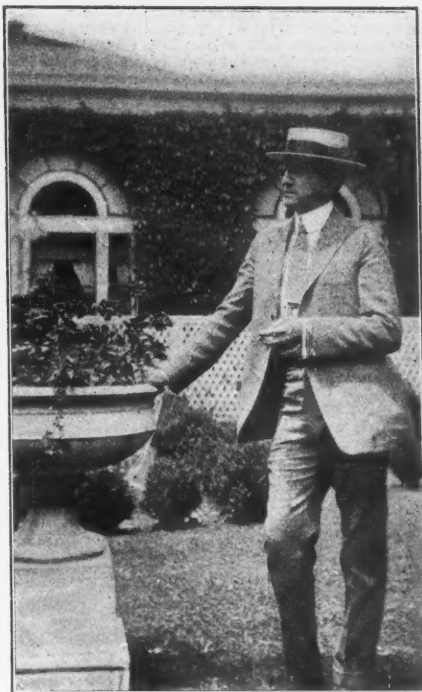
R. S. Mueller & Company, Cleveland, Ohio, manufacturing electric test clips and battery charging clips, announce the dissolution of the partnership, Ralph S. Mueller having purchased the interest of George B. Dusingherre. Mr. Mueller will consolidate the clip business with that of the Mueller Electric Company, and under that trade style will continue the manufacture of clips, attachment plugs, battery handles and other electric specialties.

The Union Electric & Manufacturing Company of Cuyahoga Falls, Ohio, has been incorporated with a capital stock of \$10,000, to manufacture various kinds of electrical appliances. The incorporators are A. E. Sharkey, H. S. Knoch, V. G. Adams, L. G. Chellingsworth and R. A. Downs.

The American Electric Sales Company is a new distributing company organized to handle the territory of Ohio, Kentucky and Louisiana. The new concern will have a central office in Cleveland, an office in Columbus, and another office and warehouse in Cincinnati. It will be the distributor for the Air-Way Company, Toledo, Ohio.

L. B. Duntley, formerly general sales

manager of the Bluebird Appliance Company, St. Louis, is now connected with the Black Swan Company of Minneapolis, manufacturers of electric light and power plants for farms. Mr. Duntley was one of the original members of the Bluebird company, and has left that organization to assume the active management of sales for the Black Swan Company.



You might expect a vacationing sales manager to seek recreation in Ceylon's balmy isle, where every prospect pleases and only man is vile. But even "pleasing prospects" savor of sales, and when once pried from his Chicago office Bryant Electric Bill Stacey runs down to Hot Springs, Va., and enjoys the mingled fragrance of geraniums (*pelargonium floriferous*) and cigarettes (*alfalfa inflamibus*).

Louis G. Brown, sales manager of the Niagara Electric Service Corporation, Niagara Falls, N. Y., for several years, has resigned to take up an executive position with the Kansas & Gulf Company, oil developers.

The Morreau Company, manufacturers of lighting fixtures, of Cleveland, Ohio, announces the appointment of Charles Hubbell as Eastern representative.

The Master Electric Company of Dayton, Ohio, is a new company organized to manufacture pumps, washing machines, motors, etc. The incorporators are E. P. Larsh, formerly of the Burnett-Larsh Company; S. A. Brown, A. C. Jackson, R. G. Corwin and John H. Larsh. The plant is at 460 Bacon Street.

The Frank H. Stewart Electric Company of Philadelphia, Pa., announces the appointment of Roy W. Grossett, formerly purchasing agent, as assistant general manager; George H. Carnell, sales manager; and Edward Maier, assistant sales manager.

F. X. Cleary, formerly connected with the Western Electric Company and also the Novo Manufacturing Company, has recently become associated with A. Hall Berry, 71 Murray St., New York.

H. A. Brooks has been appointed manager of the commercial department of the Potomac Electric Power Company, Washington, D. C. The new commercial manager has been with the company since 1910, having come to Washington from Schenectady, N. Y., where he was connected with the General Electric Company as electrical engineer. Mr. Brooks is a native of Australia and is a graduate of the University of Sydney, class of 1906.

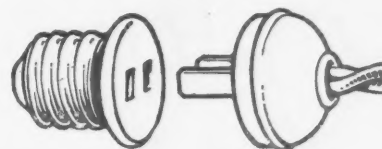
The American Ever Ready Works of the National Carbon Company, Long Island City, N. Y., announces the appointment of H. S. Schott as Eastern sales manager. Mr. Schott went with the company in 1913 as a clerk and became a successful salesman. He was transferred to the Canadian Ever Ready organization, where he became assistant sales manager and made a record which placed him directly in line for the opportunity in this country. Mr. Schott succeeds J. H. Sommers, resigned.

The American Electric Refrigerator Company, Cleveland, has been chartered with a capital stock of \$10,000 to manufacture and deal in electrical apparatus and more especially electrical refrigerators. The incorporators are E. P. Chamberlain, E. M. Paxton, O. M. Grolle, H. L. Parmenter, I. Bloomfield.

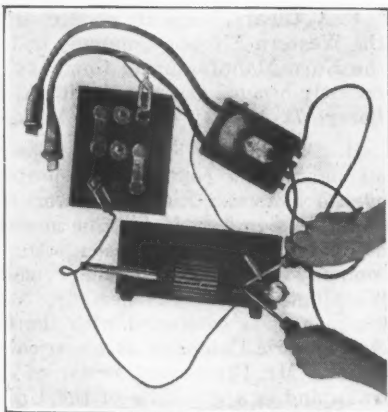
The Erner Electric Company of Cleveland, well-known jobbers, announce the appointment of Warner Jones to the position of manager of sales. Mr. Jones has a wide acquaintance in the electrical trade, and especially through the Middle West, where his new duties lie.

The United Electric Company, Canton, Ohio, on June 15 increased its capital stock from \$500,000, consisting of \$250,000 preferred and \$250,000 common, to \$1,000,000 preferred 8 per cent including the 30,000 shares no par common stock.

"Put 'Melica Man's Sland'd
Plugs on Allee Washee
M'chines!"



華友先生大鑒
別種器具均由本公司
交付或每月交付均
凡用電燈可使店中
率而於電燈之過
凡熨衣洗衣均可
熨衣熨斗常熱可以
熨及別款熨衣機皆
凡以夾上之郵片投
情奉告不取分毫之



Trouble Detector for Automobiles

From *Electrical Merchandising*, August, 1920

An instrument for measuring electrical current and detecting trouble in the electrical apparatus of any make of automobile is being marketed, under the name of "Hyrate," by the Service Station Supply Company, 30 East Larned Street, Detroit, Mich.

The device comprises five instruments combined in one, as follows: For testing the generator, lights and horn, a voltmeter reading from zero to 30 volts; for battery cell tests, a voltmeter reading to 3 volts; for testing armature and field coils, a voltmeter reading to 3-10 volts; for testing the starting current, an ammeter measuring current up to 300 amp., and for generator and other low current tests, an ammeter for current from zero to 30 amp. The instrument is converted from an ammeter to a voltmeter by turning a small switch at the side. Leads, prods, clips and a cadmium test electrode are furnished with the instrument.

Battery-Charging Panel

From *Electrical Merchandising*, August, 1920

The Meier Electric & Machine Company, 136 South Meridian Street, Indianapolis, Ind., has developed a battery-charging panel, 14 in. wide by 20 in. high. It is designed for 250 volts, direct current, having a maximum charging rate of 15 amp. in seven steps when connected to ninety cells in series. The same rate may be obtained from 125-volt service when connected to forty-five cells in series.

The resistance element is so proportioned that a single 6-volt battery may be charged. In this case the maximum charging rate for each unit switch will be 5 amp., the manufacturer asserts, or a total of 30 amp. with all unit switches in use. Resistance units are used in parallel.

Electric Script Letter Sign

From *Electrical Merchandising*, August, 1920

The Indestructible Sign Company, Columbus, Ohio, is offering a new style of electric script letter sign for merchants, garages, oil stations and auto dealers. The sign consists of an oblong box 18 x 48 in., within which all wiring is concealed and on both faces of which are the letters. It is designed to be suspended out from the building over the sidewalk.

The letters on either side of the sign are illuminated by lamps of from 15-watt to 40-watt capacity. Small caps of any color cover the lamps, eliminating glare and concentrating the light on the letters. If dark blue caps are used, the maker declares, the light and socket seem to be absorbed into the background so that the source of light is not visible. The letters are drilled into the box in polished aluminum.

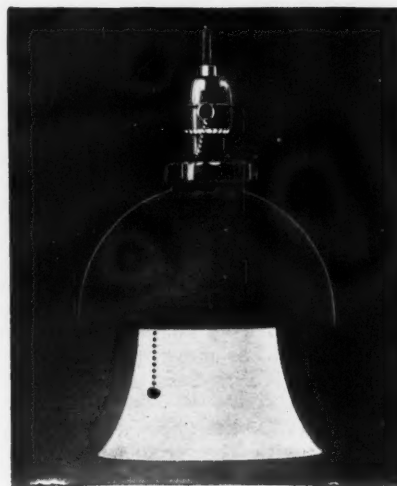
The sign may be made to read horizontally or vertically, may be single or double faced, and weighs about 150 lb.

Industrial Lighting Unit

From *Electrical Merchandising*, August, 1920

A new lighting unit designed both to distribute light over a wide area without glare and to concentrate it for close work on benches, machines, etc., in manufacturing establishments has been developed by the Perfection Sales Company, 329 East Twenty-second Street, New York City.

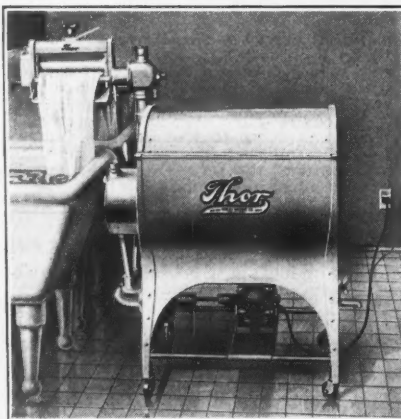
The unit consists of two shades, an upper opaque one and a lower translucent shade. The lower shade sends the light directly downward to the work. The upper shade, which is opaque and consequently eliminates glare, deflects the light not only in a downward direction but also, by deflection from the sides of the lower shade, horizontally to provide for general illumination.



Reversing Cylinder Washer of Ten-Sheet Capacity

From *Electrical Merchandising*, August, 1920

A new reversing cylinder type machine with a capacity of ten sheets has been added to its line by the Hurley Machine Company, Chicago, under the name "Thor 32." This capacity is 10 per cent greater than that of the No. 27 model, though the new machine takes up the same floor space and shipping space as No. 25. Ninety-eight per cent of the new washer is steel. It is equipped with a specially designed ball-bearing swinging wringer. The body is of galvanized steel or copper, with either wooden or copper cylinder as desired. The entire machine is enameled in gray.



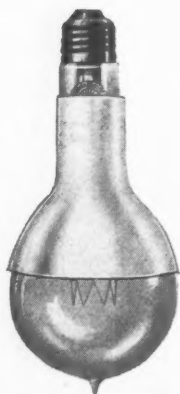
Shadow Shield for Indirect Lighting Fixture

From *Electrical Merchandising*, August, 1920

When one lamp is hung in a vertical position in the center of the average indirect or semi-indirect bowl usually the shadows of the upper edge of the bowl as well as of the chains are cast on the ceiling. To overcome this defect a new device known as the "Shadow Shield" is being marketed by the Western Electric Company.

The shield is made of a white, translucent glass and fits down on the neck and upper part of the bowl of a Mazda "C" lamp. The resultant diffusion of light cast upward is so thorough, the maker declares, that no shadows appear on the ceiling.

The shields are supplied for 100, 150 and 200 watt lamps.



Telephone Model Violet Ray Generator

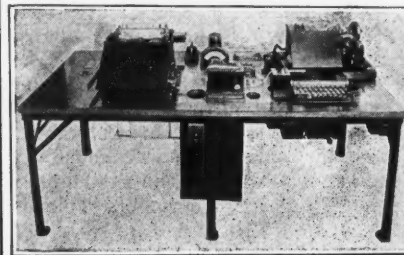
From *Electrical Merchandising*, August, 1920

A new "telephone model" of its violet ray high frequency generator is being brought out by the Charles A. Branstetter Company, 41 Ellicott Street, Buffalo, N. Y., so called because it looks like a telephone and may be hung from hooks, picture molding or bedstead. To operate, the user simply takes down the handle and turns a knob. The device is portable and may be used when flat on the table or hung on the wall.

Automatic Printing Telegraph

From *Electrical Merchandising*, August, 1920

To get greater speed in duplex transmitting and receiving the Kleinschmidt Electric Company, Inc., Manhattan Bridge Plaza, Brooklyn, N. Y., has improved its current model of automatic printing-telegraph apparatus. The printer now has one-third fewer parts than the preceding model. The speed of operation can be boosted up to eighty words a minute, according to the maker, and the average is sixty to seventy words a minute. This speed is due first to the low line frequency per letter at which the printer operates, and, second, to its type bar construction. "The printer," says the maker, "is merely an electrically operated, ruggedly constructed typewriting machine, capable of all ordinary typewriter operations, including the making of carbon copies."

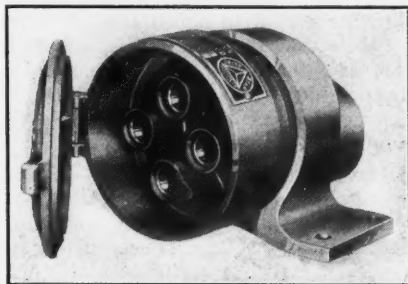


Four-Pole Receptacle

From *Electrical Merchandising*, August, 1920

The Delta-Star Electric Company, Chicago, has developed a four-pole receptacle for two-phase service and for a three-phase motor service, where it is found necessary or desirable to ground the motor frame.

It is a development of the company's three-pole type. It is used in series with switches and not for opening or closing circuits under load.



Industrial Tiering Truck

From *Electrical Merchandising*, August, 1920

A new tiering-lifting truck has recently been placed on the market by the Automatic Transportation Company, Buffalo, N. Y. The function of this truck is to pick up and elevate loads with its own power to heights sufficient for placing material in box cars, on trucks, wagons, etc., without rehandling. It has a capacity of 4,000 lb. and has a lift from 1 in. to 6 ft. The elevating motor and the lifting gears are placed below the battery box to give the best possible protection to these parts.

Maximum loads are elevated 1 ft. in fifteen seconds. The truck is equipped with an automatic limit cut-out.

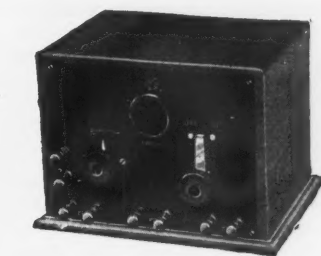
Tailors' Irons with Inclosed-Coil Type Element

From *Electrical Merchandising*, August, 1920

A new type of tailors' irons, covering all sizes and weighing from 10 lb. to 20 lb., and with shapes which include special broad and oval-nose standard tailor irons, has been brought out by the Simplex Electric Heating Company, Cambridge, Mass.

The particular feature of these irons is the inclosed-coil type of heating element. This construction has been used in the company's household-type irons for about three years. It consists of a coil of wire suspended on mica set edgewise in the grooved bottom casting so that the heat is conducted directly to the working surface without having to pass through any insulations.

By the use of these coils, the manufacturer says, twice as much wire can be used as formerly, with less overloading of the wire.



Player Piano Motor

From *Electrical Merchandising*, August, 1920

Player piano owners will probably never be wholly satisfied with the instrument until it will play absolutely alone, without pedaling, manipulation or attention of any kind. Designed to supply this need is the electric motor, "Electora," made by the Motor Player Corporation, 538 Lake Shore Drive, Chicago. The motor fits any make of piano, is easily installed, according to the maker, and requires no attention except oiling twice a year. A Universal motor is used, operating with either direct or alternating current. Noiselessness and adjustment in speed and tone volume are said to be other features of the instrument.

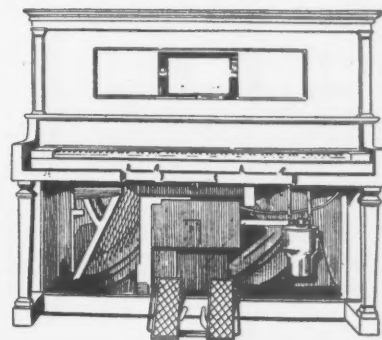


Audion Control Cabinet for Radio Work

From *Electrical Merchandising*, August, 1920

The audion control cabinet, type A1, made by the K. & G. Wireless Supply Company, 152 Chambers Street, New York City, measures 8 x 5 1/2 x 6 in., is of mahogany finish and contains the following instruments: Vacuum tube receptacle, filament rheostat, grid condenser, grid leak, and filament switch. The tube receptacle will take any standard four-prong bulb. All wiring is done with No. 14 drawn copper wire, very rigid in order to prevent short circuits. The plate battery space is designed to take two batteries of the standard 22 1/2-volt type. The filament rheostat is interior mounted and adapted for either four or six volts.

A feature of the cabinet is that the whole back swings open on hinges, to allow easy insertion of tube and battery and inspection of the interior.



Portable Lighting Unit

From *Electrical Merchandising*, August, 1920

To fill the need for a portable lighting fixture for office, home, store and farm use which would have the same high efficiency and appearance as the usual installed fixture, but would not require any special wiring or fittings, the Perfectite Manufacturing Company, 119 Main Street, Seattle, Wash., has developed two new types of "Perfectites," types A.P. and C.P.

Each of the new units is equipped with a battery of patented indestructible mirrors, set in a concave pan, showing, the maker declares, an increased lamp efficiency of from 25 to 35 per cent. According to the maker, they can be attached to any drop cord or standard socket fixture as easily as a lamp. Both types have a bowl 7 in. in diameter, built to accommodate from 75 to 150 watts. Type C.P. is also made in the large size 10 in. bowl, capable of taking from 100 to 200 watt lamps, and can be attached to any standard socket with a 3 1/2 in. shade holder.

Bells and Buzzers with Self-Contained Flashlight Batteries

From *Electrical Merchandising*, August, 1920

To reduce installation wiring to a minimum, a line of electric bells and buzzers having self-contained batteries of the flashlight type has recently been developed by the Electric Signal Manufacturing Company, Inc., 31 Tremont Avenue, Orange, N. J. The bell has a hollow metal base for holding the battery, which can be slipped in or out through a hinged door. The bell magnets are mounted on the base. They are in two sizes, being wound for 8.5 ohms for a two-cell battery, 2 1/2 in. gong bell, and for 14 ohms for a three-cell battery, 3-in. gong bell. The buzzers are of similar construction, with the clapper and gong omitted.

A small push button is mounted in the top of the base, so that if the signal can be heard from the point from which it is sent no wiring at all is necessary. For more distant signaling two wires lead to a distant push button. By using a portable push button attached to a length of two-conductor portable cord the expense of making an installation of permanent wiring is eliminated.

Three-in-One Compass Light

From *Electrical Merchandising*, August, 1920

A lamp known as the "three-in-one compass light," because it can be used as a clock light, compass light and tiller rope light, is the most recent development of the Buxbaum Marine Electric Company, Coleman Dock, Seattle, Wash. The lamp was made as small as possible, to concentrate only enough light to illuminate the compass or clock without hampering the captain's ability to see in the dark. The length of the lamp over all is 4 1/2 in.; diameter, 1 1/2 in.; length over all of the bracket, 5 1/2 in. A 220-volt lamp is used on a 110 circuit; 12 volts with a 6-volt storage battery and 60 volts with a 32-volt battery. A larger voltage lamp is used in order to kill all the light possible, leaving just enough light to see by.

A log book lamp is another product of the same company.

New Retail Electrical Stores

The Ohio Valley Company of Columbus, Ohio, has been chartered with a capital stock of \$25,000, to deal in and distribute electrical equipment of all kinds. The incorporators are R. O. Burrer, G. J. Burrer, D. M. Culp, P. P. Burrer and K. O. Burrer.

The G. V. Sowers Company of Mansfield, Ohio, has been incorporated with a capital stock of \$10,000, to deal in electrical supplies at both wholesale and retail. The incorporators are G. V. Sowers, Harry Gurney, Aara G. Sowers, W. J. Spreng and Sarah E. Miller.

The Cleveland Electrical Supply Company, Cleveland, Ohio, has been chartered with a capital stock of \$200,000 to deal in both wholesale and retail electrical supplies. The incorporators are Harry Guttentag, George A. Street, Samuel Goldman, Harry L. Hyman and Elmer J. Weiss.

The Ohio Valley Electrical Company of Steubenville, Ohio, has been chartered with a capital stock of \$10,000, to deal in all kinds of electrical appliances and kitchen utensils. The incorporators are Harry F. Strong, Homer E. Myers, Alexander Tonard, Robert D. Beckett and Robert L. Welch.

The Western Electric Company, a local contractor-dealer firm of Anaconda, Mont., now has an attractive new store at 105 Main Street, Anaconda. The concern is carrying a complete line of electrical household equipment. Charles Shannon, formerly of Butte, Helena and Great Falls, is the new manager.

John Mader, electrical dealer, of Moundsville, W. Va., has moved his store to Fourth and Walnut Streets.

The A. Newburger Electric Company, 1153 Myrtle Avenue, Brooklyn, N. Y., has opened up a branch electric shop in the Strand Theater Building, Far Rockaway, L. I.

The A. B. C. Appliance Company of Cleveland, Ohio, has been chartered with a capital stock of \$30,000, to deal in electrical appliances and supplies, both wholesale and retail. The incorporators are J. O. Singleton, Cyrus Locher, Catherine Carroll, Frederick W. Green and Louis Pitroch.

The Cleveland Turned Parts Company of Cleveland, Ohio, has been incorporated with a capital stock of \$100,000, to deal in many kinds of electrical appliances and supplies, in addition to handling some other lines of merchandise. The incorporators are Alexander W. Gillispie, Rudolph L. Novak, Jay F. Alexander, William Petrie and Robert Johnstone.

The Looman Electric Company, a newly organized firm of Canton, Ohio, has opened a store on Mahoning Road.

The Public Service Gas & Electric Illuminating Corporation of 441 Ashford Street, Brooklyn, New York, has entered the lighting fixture field, with a capital of \$6,000. Its incorporators are J. Trow, S. Levine and A. Galinko.

The Enterprise Electric Service Company of Akron, Ohio, has been incorporated with a capital stock of \$50,000, to operate a retail electrical business and to do electrical work. The incorporators are W. S. Fell, J. B. Siebor, H. L. Snyder, N. B. Roby and B. J. Amer.

Lawrence G. Draper is opening a new electric shop on South Mechanic Street, Carthage, N. Y.

The Hepp Electric Company of Cresline, Ohio, has been incorporated with a capital stock of \$15,000, to deal in all kinds of electrical equipment and appliances. The incorporators are J. M. Hepp, W. Frye, J. J. Tischler, R. R. Richmond and F. H. Mosev.

England's Electric Shop of Dallas, Tex., has just opened up at St. Paul and Elm Streets, with a full line of household electrical goods. It is incorporated at \$10,000, with J. M. England as its president and treasurer, John W. George as vice president and Joseph Hoppe as secretary.

The South End Electric Co., 3234 Livingston Avenue, Lorain, Ohio, announces that it is a new company doing electrical contracting, house wiring and handling lighting fixtures and appliances. Its manager, John D. Poeth, especially requests catalogs and prices from houses in his line.

The W. B. Gatlett Electric Company, 525 East Main Street, Richmond, Va., announced its plans to move to new and larger quarters at Grace and Jefferson Streets, Richmond, in July. The building is being erected to suit the peculiar requirements of a modern retail electric store, the concern declares, and will be "the largest and most modernly equipped electrical retail store south of New York City. The first floor will be the main display room for electrical appliances for the home, store and office. The second floor will contain a series of handsome parlors furnished to display lighting fixtures.

The Modern Farm Utilities Company of Omaha, Neb., has moved into larger quarters at 324 South Nineteenth Street. The concern handles farm-lighting plants as well as a complete line of electrical appliances for the farm and home. A. L. Green is president and Frank C. Bestor is vice-president and sales manager.

Cleveland Electrical League Holds Goodwin Meeting at Nela Park



As the guests of the National Lamp Works at Nela Park, Cleveland, July 22, the Cleveland Electrical League held an afternoon outing and dinner, followed by an evening meeting which was addressed by William L. Goodwin. Plans for local co-operation were discussed, and the need for standard accounting methods in electrical contracting was emphasized. It was also proposed to

put a merchandising expert into the field to work among the local contractor-dealers, along the lines of the California campaign. This Goodwin meeting was arranged by P. B. Zimmerman, president of the Cleveland Electrical League, to outline a program of definite organization effort for the league during the coming fall and winter.



Few owners of electric washing machines can boast that the humming convenience that de-dirts their daintiest duds was spiraled down to them from a couple of thousand feet above. Here is the first machine so delivered in La Crosse County, Wisconsin, and here also are Pilot Norman Moll and Manager Phil Linker of the Linker Electric Company, at La Crosse, Wis., who instigated its aerial delivery to W. E. Spruter of Onalaska.

The Burgess-Garden Company, 1511 Howard Street, Omaha, Neb., has partly changed hands, Mr. Burgess having sold his interest to J. L. Archer, R. J. Pugseley and D. L. Jones. Mr. Granden will continue with the new firm, which handles electrical fixtures of all kinds.

The Gem State Electric Company has opened a store in Boise, Idaho, to engage in wiring, merchandising of appliances, rewinding of motors, fixtures and elevator service. The incorporators of the company are W. A. Hopper, T. C. Arnold and J. H. Wetter.

The Marathon Electric Company of Des Moines, Iowa, has been formed with a capital stock of \$25,000, to do contracting and merchandising. The address is 931 West Seventh Street. Harry G. Rogers, president and general manager, was formerly president of the Standard Electric Company of Des Moines.

The M. D. Ainslee Electrical Company is the successor to the electrical business of Vern D. Johnson at 30 Henry Street, Binghamton, N. Y., which has been purchased by M. D. Ainslee, W. A. Underwood and G. Sturdevant.

The Domestic Electric Appliance Company of Los Angeles, Cal., has opened a new retail store at 715 West Seventh Street, where it will deal in iceless refrigerators and other household equipment, including farm-lighting plants. The company also maintains a separate jobbers' department, which will serve the three states of California, New Mexico and Arizona.

A. H. Huerth, electrical contractor, of Jewell, Iowa, has recently opened an electric retail shop and would like to hear from manufacturers.

The G. & G. Electrical Supply Company has opened a new store at 308 State Street, Schenectady, N. Y. This concern was formerly at 801 Albany Street, Schenectady, but increased business has made it necessary to open a store right in the business section of the city. H. J. and K. Gold, the proprietors, are both members of the National Electrical Contractor-Dealers' Association.

The Brantley Electric Company of Dallas, Tex., is preparing to move its store from its present location on North Harwood Street to 1711 Elm Street. A long lease has been secured on the Elm Street building and modern fixtures are now being installed. The new location is in the retail district.

The Western Light & Fixture Company of Los Angeles, Cal., recently moved into its new home at 301 S. Los Angeles Street, Los Angeles.

The Electric Construction Company, Gadsden, Ala., recently remodeled and enlarged its electric store. Holley Midgley and T. G. Edwin are the proprietors.

Frank L. and Lee Siegler of Mobile, Ala., have opened a contracting and merchandising shop in Mobile.

Eichelberger Brothers, electrical dealers, have moved to new quarters in Albertville, Ala.



A leading chemist tells us that the average 180-lb. man, analyzed into his constituent parts, would provide 3,500 ft. of illuminating gas, worth about \$3.15, carbon for 4,000 lead pencils, fat for 30 good-sized candles, enough iron for one small spike, phosphorus for 750,000 matches (50 oz., or enough to kill 200 people!), 60 lumps of sugar, 4 lb. of lime and 18 spoonfuls of salt. One of the finest miscellaneous collections of such chemicals we know of is that here pictured—better known electrically as "Good Old Joe" Barnard, Minneapolis manager of the Bryan-Marsh outfit, and a power in the Northwest!



Gentlemen, this is more than a picture of Willard S. Sisson, former treasurer of the D. & W. Fuse Company of Providence, R. I., and friends on the porch of the famous Squantum Club on Narragansett Bay. It is a picture which has a historic bearing on the early customs of our country. For, unique as it may seem to you, there was a time, before movies were prohibited, smoking was interdicted and gum chewing was discovered to be second only to whistling in the criminal code, when men preceded their dinners with delicious mixed distillates!

Frakes Brothers of Columbia, Ala., have enlarged and redecorated their store at West Seventh and Garden Streets.

The Bliley-Walker Service Company has a new store in Canon City, Col.

The L. & P. Electric Company recently opened a store at Lamar, Col.

The Mellon Electric Company, of which J. C. Mellon and W. W. Weston are the owners, has a new store at Rocky Ford, Col.

The Electric Shop is the name of a store opened recently at 1620 Newkirk Avenue, Brooklyn, N. Y., by E. T. Le Berthon, for many years in the engineering department of the Western Electric Company.

The Davis Electric Company of Newark, N. J., announces the opening of its new retail electric appliance store at 15 Central Avenue, Newark. The merchandising end of the business will be in charge of Charles H. Butler, formerly of the Newark Electrical Supply Company. The construction department will be continued as formerly under the management of George E. Davis.

The McCoy Electric Company has opened a new store at Covington, Okla., for the merchandising of appliances.

The Argonne Electric Company has opened a new store at Ada, Okla. Mr. Brooks, formerly of the Unique Electric Company of Ada, and Mr. Brown, formerly of the Electric Appliance Company of Dallas, Tex., are the proprietors.

The Prouty-Howe Electric Company recently opened a store at 28 Middle Street, Lowell, Mass., both for contracting and dealing, including the sale of farm-lighting plants.

Combination Curling Iron and Waver

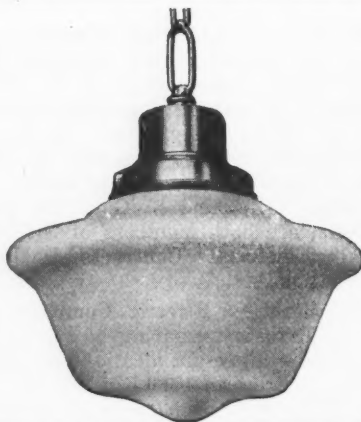
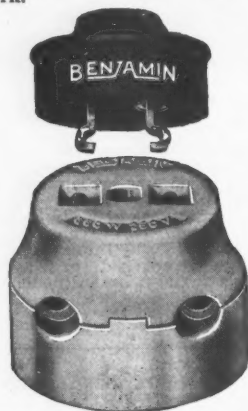
From *Electrical Merchandising*, August, 1920

A combination curling iron and waver is a new product of the Northern Electric Company, 542 St. Clair Street, Chicago. When used as a curling iron the device has a clamp for holding the hair. When the clamp is removed the rod alone is used for hair waving. The curling rod is 11½ in. long, steel, and consumes 19 watts.

Now We Have 38 Different Attachment Plugs!!

From *Electrical Merchandising*, August, 1920

An angular separation plug receptacle has been brought out by the Benjamin Electric Manufacturing Company, Chicago, Ill. The cap is of high-heat molded composition and can be separated from the base by a pull on the cap from any angle, the manufacturer says. The receptacle is provided for conduit box and open work.



Light-Weight Violet Ray Machine

From *Electrical Merchandising*, August, 1920

A new violet ray machine designed to operate for a long period without overheating is a product of the Master Electric Company, 113 South Jefferson Street, Chicago. The handle of the machine is light in weight, and both handle and cords are said to be sparkless, thus eliminating any danger of shocks or sparks. Regulation is obtained by turning a small adjustment knob.

This machine, which is being marketed under the name "De Luxe," can easily be carried around, as its weight is only 3 lb. It operates on any current, alternating or direct, and is said to consume about one-fourth of the current consumed by the ordinary 16-candlepower lamp. The generator is mounted in a mahogany cabinet, with silk connecting cord. The apparatus is supplied in a leatherette case for carrying.

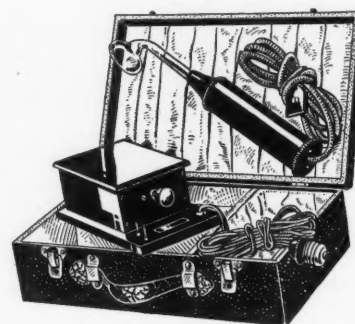
Totally Inclosing Unit for Commercial Lighting

From *Electrical Merchandising*, August, 1920

The Ivanhoe "Trojan" is a new inclosing commercial lighting unit for gas-filled lamps rated at from 75 watts to 500 watts produced by the Ivanhoe-Regent Works of the General Electric Company, Cleveland, Ohio.

It is a one piece unit made in 12, 14 and 16-in. diameters, of light-density "Genco" glass. Freedom from glare is effected, the manufacturer says, by the position of the lens, the high diffusing quality of the glass and the dimensions and contour of the unit. Having no exposed inside surfaces, it is designed to be dirt-proof.

Ventilation is cared for through the large radiating surface.



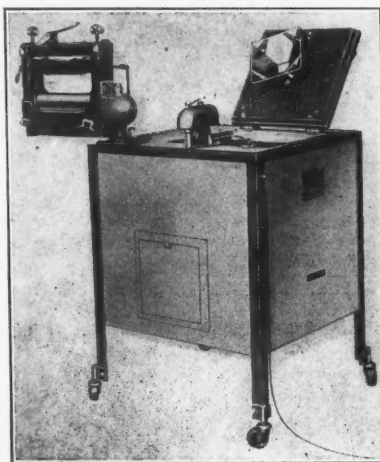
Automobile Heater with Immersed Heating Element

From *Electrical Merchandising*, August, 1920

An electric heater for automobile engines, operating on the immersed heating element principle, is a new product of the Knight Metal Products Company, 259 East Willis Avenue, Detroit, Mich.

The heater consists of a flat heating element in a steel housing, with nickel guard and plug attachment attaching to any light socket. It is installed right in the circulating system of the motor by disconnecting the hose connections on the lower water pipe, replacing the pipes with the heater and tightening the hose connections, thus becoming an integral part of the car. The knife edge element case runs longitudinally through the tube. Being installed low in the circulating system the heater warms the water, which starts a continuous circulation. Under certain conditions the heater even serves to heat the garage.

The heater is designed now for use in nearly every popular make of car. According to the maker, it consumes about one-half the current consumed by an electric iron or toaster.



Vacuum Cup Washing Machine

From *Electrical Merchandising*, August, 1920

An all-metal cabinet model is the most recent addition to the line of vacuum cup electrical washers manufactured by the Wash-Kosh Manufacturing Company, Oshkosh, Wis. All working parts are within the cabinet and the action is said to be noiseless.

The washing principle used is the same that has characterized the other machines of the company; that is, a large square aluminum vacuum cup, which presses the steam and suds through the clothes and then extracts the dirt by the powerful vacuum exerted on the up-stroke. A turning movement is made by the cup at each stroke, which causes the octagon corners of the copper tub to drive each piece in turn under the cup, to receive the full washing action. The vacuum cup is 7½ in. square.

The new model is square in shape, to enable it to fit against square stationary tubs. It is finished in hard white enamel with gray trim.



Electrically Operated Advertising Sign

From *Electrical Merchandising*, August, 1920

For displaying advertising cards in shop windows a motor driven card display machine is being manufactured by the United Advertising & Sales Company, San Francisco, Cal.

Twenty-four cards of standard street car size can continuously rotate in this machine, individual cards sliding into view at definite intervals. The machine is of all metal construction, with black enamel finish. Chains at both ends are driven by Westinghouse type CA, 1/20-hp., 110-volt, 1,750-r.p.m. motor through a horizontal shaft, worm gear and belt.

Lamp-Cord Adjuster

From *Electrical Merchandising*, August, 1920

The "Gem" lamp-cord adjuster for ceiling attachment is being marketed by the M. B. Austin Company, 700 Jackson Boulevard, Chicago. An insulator, which carries the lamp cord, is attached to a sheet-metal drum by a heavy cord which is wound up by a spring. Three brass dogs on the drum catch on a shoulder in the steel hanger.

Desk Lamp with Flexible Arm

From *Electrical Merchandising*, August, 1920

A portable desk and table lamp with flexible arm is a new product of the Crescent Electric Company, P. O. Box 178, Mountain Grove, Mo. The finish of the arm and cup-shaped metal shade is brushed or polished, but the lamp may be had also with a green enameled parabolic shade.

Electric Bell

From *Electrical Merchandising*, August, 1920

An electric bell with the operating mechanism placed under the gong is a recently developed product of the Rutherford Manufacturing Company, 258 Washington Street, Brooklyn, N. Y. The bell has a pressed steel base and a gong of the usual type. The clapper consists of a small U-shaped soft-iron core, having a magnet spool at the center of the U, and mounted on a phosphor-bronze spring, attached to the base. When the magnet containing the iron core is energized it is attracted to the inside rim of the bell, which is struck by one end of the iron core. The bronze spring is provided with coil silver contacts, which open when the magnet swings to strike the gong. Thus the magnet is de-energized and swings back again and recloses the contacts.

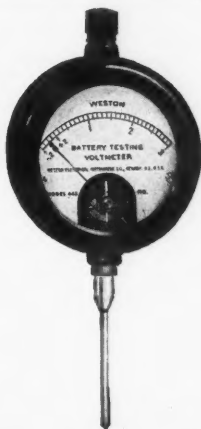
Cigar Lighter for Store Use

From *Electrical Merchandising* August, 1920

Two types of electric cigar lighters, one for continuous and one for intermittent use, and both designed to burn on cigar counters, have been developed by Clark, Osgood & Allison, Munsey Building, Washington, D. C.

This "Duralectric" lighter has an igniting element made from nickel-chromium alloys, mica and special asbestos composition, is manufactured from steel plate and finished in grained mahogany with nickel trim.

The continuous-duty type consumes 40 watts.



Battery Testing Voltmeter

From *Electrical Merchandising*, August, 1920

A battery testing voltmeter (Model 443) especially designed for the convenient handling of the car owner, battery service station and garage man, has been developed by the Weston Electrical Instrument Company, Waverly Park, Newark, N. J. Features of the instrument are its compactness, acid proof case made of bakelite and legible scale, permitting readings from 0 to 3 volts.

In addition to its normal scale of 0 to 3 volts the instrument is calibrated so that part of the scale (to the right and left of zero) is specially divided and figured for making the cadmium test. A special cadmium testing cable has been designed and may be supplied with the instrument, consisting of a spike and a protected cadmium stick, whereas the cable regularly supplied has only the spike terminal.

Power Drive for Pipe Threading Tools

From *Electrical Merchandising*, August, 1920

To increase the efficiency of pipe threading and pipe cutting tools an electrically operated mechanism or power drive has been developed by the Toledo Pipe Threading Machine Company, 1425 Summit Street, Toledo, Ohio, for operating these tools.

To illustrate the time-saving value of the device, the maker declares that it will cut in fifteen minutes a 12-in. thread which would take two hours to cut by hand. The mechanism weighs 231 lb., but is so balanced on wheels that the head may be lifted and attached to the threading tool with ease, says the maker.

The 1½-hp. motor that goes with the device is furnished either a.c. or d.c., and of the required voltage. Each outfit includes 20 ft. of flexible stage cable for connecting up with the power lines. A push-button switch starts or stops the drive.

Portable Lamp on Self-Winding Reel

From *Electrical Merchandising*, August, 1920

A portable lamp for use in garages and machine shops has been brought out by the Anderson Electric & Equipment Company, 154 Whiting Street, Chicago. The lamp consists of a cord-winding reel 5½ in. in diameter, carrying 12 ft. of reinforced portable cord. The winding reel is of the series spring type of construction. The base of the reel can be attached to any 4-in. outlet box. Sliding contacts are built into the reel to convey the current from the lighting circuit to the wire on the reel. To operate the light the cord is simply pulled like the cord of a window shade. The lamp is made with a wire lamp guard, a vapor proof guard or a key socket.



Electric Household Heater

From *Electrical Merchandising*, August, 1920

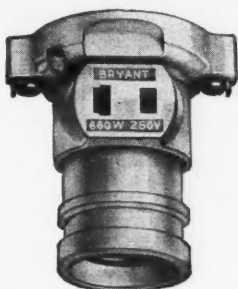
A constantly larger heater, with increased element efficiency, has been added to the "Majestic" line by the Majestic Electric Development Company, San Francisco, Cal.

This type, known as No. 11, has a steel back behind the copper reflector and additional guard wires over the reflector. The finish is enameled instead of nickel-plated. The diameter is 14½ in. and weight 7½ lb.

Current Tap

From *Electrical Merchandising*, August, 1920

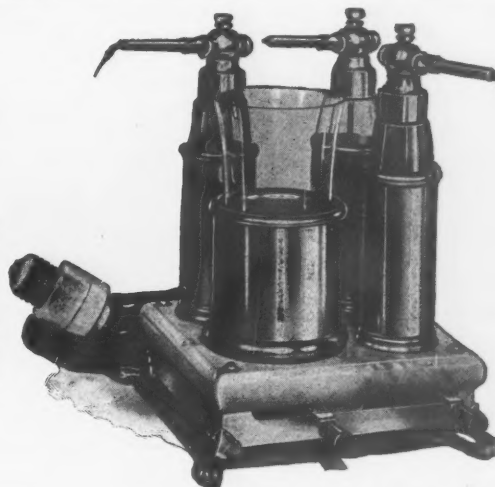
For use with the sockets and bases of the interchangeable porcelain line the Bryant Electric Company, Bridgeport, Conn., has recently produced a current tap known as Cat. No. 78. This device is made of porcelain, glazed finish, and is designed for convenient insertion between the porcelain base or cap and the socket to provide base or cap and the connecting extension-cord devices. The tap part is of standard Sparton type for use with any standard parallel-blade plugs.



Electro Dental Atomizer and Water Heater

From *Electrical Merchandising*, August, 1920

A newly designed combination heater having separate regulation for the water glass heater and the three atomizer heater cups is a product of the Electro-Dental Manufacturing Company, Philadelphia. The outfit includes the heater, one glass each for water heater and atomizer heater cup. The base of the heater is of onyx.



J. D. Thomas, Waynesburg, Pa., has moved his electrical shop from South Morris Street to the Ross Building.

P. E. Garrety, Wheeling, W. Va., has opened an electrical shop on Twelfth Street for the sale of electrical supplies.

L. P. Moore, electrical contractor and dealer, has adopted the name "The Wife-Saving Station" for his new store at 407 Shipley Street, Wilmington, Del.

The Lewis Electric Company of Massillon, Ohio, is a new incorporation, organized to deal in electrical appliances and supplies. The incorporators are J. C. Lewis, F. L. Lewis, D. R. Lewis, M. J. Lewis and J. M. Lewis.



"One of the Bravest" in the New York fire department's volunteer service is No. 1,024, better known electrically as Roi B. Woolley, former publicity "works" for the Society for Electrical Development and now specializing in electrical advertising with Thomas F. Logan, Inc. Roi is attached to Engine Company 21, as sergeant, and may be seen most any day hanging to the vestibule of a 10-ton Mack truck as it slides and slithers down Fifth Avenue. Being a bachelor, Roi's chief claim to posterity is that he has "eaten smoke and spit black buttons" with the blue-shirts of No. 21, and is still a "Buff" in good standing. He is also reported to have saved nine lives—once when a frightened tabby-cat fell into a cellar full of water!

The Ohio Electric Company has recently been incorporated in Lima, Ohio, to deal in electrical accessories. The incorporators are N. C. Goldman, P. A. Goldman, A. H. Rudy, M. Krauss and E. Krauss.

The Household Electric Appliance Company is the name of a new concern which has opened a retail store at 78 East Gay Street, Columbus, Ohio. The incorporators are E. W. Hoyt, F. M. Bates, L. A. Alcott, F. E. Pote and D. H. Armstrong.

The Gringer Company, Guelph, Ont., electrical contractor-dealers, will very shortly open a new store in Georgetown, Ont.

Kanally's Limited, 326 Drake Street, Vancouver, B. C., has been organized with a capital of \$5,000 to deal in electrical appliances and supplies.

Hugh Griffiths of Toronto, Canada, recently opened an electrical business at 1916 Gerrard Street E., Toronto.

J. Lamont, 880 Bloor Street W., Toronto, Canada, is opening another electrical store at 810 St. Clair Avenue.

Cram & Stribling have opened an electric washing machine store at 628 Thirteenth Street, Oakland, Cal. The concern will handle other household appliances also.

The Canton Electric Company, Canton, Ohio, has been incorporated with a capital stock of \$10,000, to deal in electrical appliances. The incorporators are A. Lortzman, A. Buss, L. E. Alspaugh, F. F. Fodrea and G. Demer.

The Standard Electric & Construction Company, Columbus, Ohio, is a new incorporation, with a capital stock of \$10,000. It will operate a retail store besides doing contracting. The incorporators are F. E. Evans, L. Smith, A. McClure, A. Daubit and B. B. Had-dox.

The Moon Electric Company now has a modern, up-to-the-minute retail store in the central business section of An-niston, Ala.

The Nelson Electric Company has opened a retail store in Burlingame, Kan., where it will also do contracting. The proprietors are C. B. Nelson, formerly of the Union Electric Company, Abilene, Kan., and George Foster.

Favreau Brothers, Inc., have a new electrical store at 360 Merrimac Street, Lowell, Mass., for the sale of electrical supplies and appliances. They have set aside a room for demonstrating household appliances.

The Lanouette Electrical Company, Inc., of Meriden, Conn., has been incorporated to deal in electrical fixtures and supplies, etc. The incorporators are A. A. Lanouette, James Corbett and Samuel Dereckton, 2 Colony Street, Meriden.

The H. O. Brown Company, electrical specialties, is a new incorporation in Springfield, Mass., with a capital stock of \$30,000. The incorporators are John W. Lockerbie, Charles W. Lovett, both of Marblehead, Mass., and Herbert O. Brown of Springfield.

The Grinberg Electric Shop is a new retail store at 339 Fifth Avenue, McKeesport, Pa. S. Grinberg is the proprietor.

J. A. Grenzig, electrical contractor-dealer, formerly of 370 Pearl Street, Brooklyn, N. Y., has moved to 359 Jay Street, Brooklyn, to larger and better quarters.

The Greer Electric Construction Company is a new concern at 1343 Lexington Avenue, New York City. The incorporators are C. F. Zweifel, J. Greer and P. R. Kuhn.

The C. C. Coghlin Electric Company of Worcester, Mass., electrical contractor-dealers, has been incorporated with a capitalization of \$50,000. The incorporators are Charles C. Coghlin, Edith Coghlin and James C. Connelly.

E. J. Zoldy has opened a store for the sale of appliances, in connection with his contracting, at 348 Steinway Avenue, Long Island City, N. Y.

The Franklin Appliance Company of Elizabeth, N. J., is a new concern for retail dealing. The capital stock is \$50,000 and the incorporators are C. L. Higsy, Frank Stout and A. D. Stout, all of Plainfield, N. J.

The Domestic Utilities Company has opened spacious show rooms at 1717 Chestnut Street, Philadelphia, for the demonstration of electric refrigeration. One of the features of the display is a large cold storage room such as is used by hotels, meat markets, etc., which is kept constantly at the proper temperature.



After an evening at the movies this Fairbankian photo of McKew Parr of the Parr Electric Company, New York, standing with empty bridle in hand, makes us wonder where he threw the innocent horse.

The Gouverneur Electric Company, Gouverneur, N. Y., has been organized by William White, W. J. Countryman, Jr., and F. H. Smock, to conduct a general retail and contracting business.

The Hovis-Preston Electric Company has been incorporated at Columbus, Ohio, and has opened a store on Tuscarawas Street. W. C. E. Hovis and W. H. Preston are the incorporators.

The Shoffer, Pierson, Winder Company is a newly organized electrical company in Greensboro, N. C.

Harry A. Gilmore has opened a store for appliance merchandising and contracting at 466 Broadway, Long Island City, N. Y.

The Howard P. Foley Company of Washington, D. C., has opened up a new electrical service store, carrying a complete line of electrical goods and appliances for the home, at 806 Twelfth Street Northwest, Washington, D. C.

